



# City of Omaha



## Cable Subscriber Survey October 2009

### **Confidential**

This document presents data, analysis and interpretation of study findings by Group W Communications, L.L.C. It is intended for the use of the City of Omaha, Nebraska.

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## **Introduction & Study Methodology**

During the period October 16 – October 21, 2009, 400 completed interviews were conducted by telephone survey with Cox cable subscribers. While completing this sample or  $n=400$  of Cox subscribers, 16 additional interviews were completed with Qwest cable subscribers (see Tab 3 for the results of this very limited Qwest sample). Interviews were administered to a sample of City of Omaha cable subscribers drawn at random from active residential telephone numbers.

The telephone interviews were conducted utilizing computer assisted telephone interviewing and data collection methods with trained, professional telephone interviewers and validated by on-site supervisors.

The survey was designed to allow for analysis of the entire Cox cable subscriber sample and also to allow for cross tabulation analysis utilizing various demographic information provided by the respondents.

The margin of error for sample wide analysis using a random sample of this type and size ( $n=400$  Cox cable subscribers) is approximately 4.9% at the 95% level of confidence, meaning that in 95 out of 100 cases, the responses indicated will be within  $\pm 4.9\%$  of the responses if the entire universe (all Cox cable subscriber households in Omaha, Nebraska with a working residential phone) were interviewed. The margin of error for analysis of any sub-samples will be greater.



## City of Omaha Cable Television Survey

As with all survey research, when reviewing these data, care must be taken to draw inferences only to the universe sampled, specifically, households in Omaha that are subscribers to the Cox cable TV system.

It is also important to note that the very nature of survey research is such that respondents' opinions and attitudes, while statistically valid within the margin of error quantified above, are measured at a particular point in time, similar in concept to a photographic "snapshot." As a respondent's information, knowledge and field of reference change so, too, may the respondent's opinions and attitudes regarding the subjects and areas tested. It is, therefore, useful and valuable to undertake future comparative measurements to get a more complete longitudinal picture of the sample universe and to use a variety of research methods or "tools" to gain a more in depth understanding of opinions and attitudes.

Finally, the data were imported to allow for inspection, computerized statistical analysis, graphics and table production.



## Summary of Findings

In addition to basic subscriber and demographic information, this telephone survey of Cox cable subscribers in the City of Omaha, Nebraska included questions regarding subscriber customer service experience, cable television reception quality and local PEG Access viewership. Questions were also asked regarding subscribers' attitudes and the perceived value and importance of local community programming.

### General Observations

- In general, Cox cable subscribers in Omaha appear to be reasonably satisfied with several of the quality and service measures tested. About 80% give a rating of "5-Best" or "4" to *the quality of the picture and sound*. 70% or more give a "5" or "4" rating to *providing cable service with few or no interruptions to the signal, providing bills that are accurate and easy to understand and quickly restoring cable service when it goes out*. 60% or more give a rating of "5-Best" or "4" to *the helpfulness of telephone customer representatives and the overall value of your cable TV service*. The item that received the lowest rating from respondents was *"the ease of installing or changing cable TV services as less than half (47.5%) gave a rating of "5-Best" or "4."*
- 28.3% of all Cox subscribers have watched programming on one of the Knowledge Network channels; 12.8% have watched programming on CTI channel 22; and, 21.8% have watched programming on the public access channels (either channel 23 or channel 109). Of those who said they had watched these channels:
  - 55.8% watch programs on the Knowledge Network channels 17 & 18 at least a few times per month and 18.6% watch at least a few times per week. 57.5% of these Knowledge Network viewers said the picture quality was equal to the picture quality for programs on the other channels on the cable system.
  - 25.5% say they watch programs on CTI channel 22 at least a few times per month and 21.6% say they watch at least a few times per week. 72.5% of the CTI viewers said the picture quality was equal to the picture quality for programs on the other channels on the cable system.

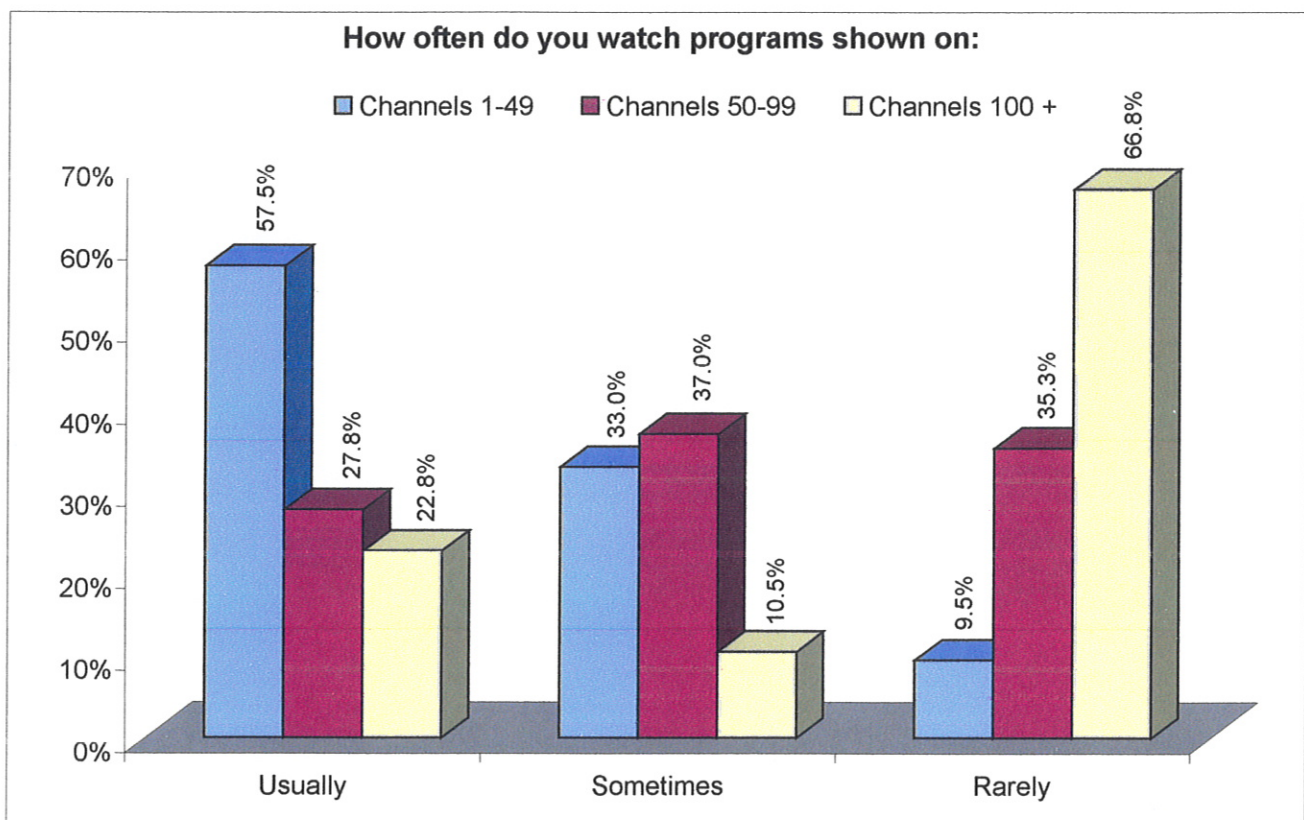
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- 30.5% say they watch programs on the public access channel 109 at least a few times per month and 11.1% say they watch at least a few times per week. 62.9% of the viewers of channel 109 said the picture quality was equal to the picture quality on the other channels of the Cox cable system.
  - Just under 60% of public access viewers watched channel 23, but have not yet watched on channel 109 while 15% have watched on channel 109 but not 23. The balance have watched public access programming on both channel locations
- When viewers were asked to grade statements made about the programs and services on the local PEG access channels:
  - About 43% give a grade of "A" or "B" when asked if these channels provide "programming that deals with local issues."
  - About 54% give a grade of "A" or "B" when asked if these channels provide "programming that introduces you to local government officials."
  - About 58% give a grade of "A" or "B" when asked if these channels provide "an outlet for individuals to freely express themselves."
  - About 42% give a grade of "A" or "B" when asked if these channels provide "information about local schools and education issues."
  - About 59% give a grade of "A" or "B" when asked if these channels provide "programming that shows diverse points of view."
  - About 65% give a grade of "A" or "B" when asked if these channels provide "a valuable community service."
- About 78% of all Cox subscribers said it is either "important" or "very important" to have local cable TV channels that feature *local community programming about organizations, individuals, events, schools and local government*.
- When all Cox subscribers were asked how much of their monthly cable bill should be set aside to support the development of local cable TV programs, about 60% said **one** dollar or more should be set aside and 44% said **two** or more dollars. The average or mean of all responses was \$2.23. This average compares very favorably to three commercial channels tested (ESPN, Fox News, and MTV), as the averages for each, respectively, were \$1.69, \$1.53 and \$0.81.
- About two-thirds of all Cox subscribers have access to a computer that they use to access the Internet: Of these Internet users:
  - Just over one fourth said they would be interested in the on-line viewing of past programs and community meetings.
  - About 20% would be interested in viewing local community programming as a streaming video Webcast on the Internet.
  - Just over 15% would be interested in registering for training or classes to learn to produce their own programs.

## City of Omaha Cable Television Survey

### General Viewing Patterns

Cox subscribers in Omaha were asked a series of questions to determine how often they watch programs that are shown on three different ranges of channel numbers: Channels 1-49, Channels 50-99 and Channels 100 or higher. 63% of all respondents indicate they usually watch programming on the lowest range of channels (1-49), while less than 30% (27.8%) say they usually watch programming on channels 50-99 and less than one-fourth (22.8%) usually watch programming on channels 100 or higher. The graph below illustrates.



## City of Omaha Cable Television Survey

### General Quality & Service Issues

Subscribers were asked to gauge their level of satisfaction and rate several different areas of their cable service on a scale of 1 to 5 with a 5 being the "Best" and a 1 being the "Worst." Receiving the highest number of combined "5-Best" or "4" responses is *"the quality of the picture and sound you receive"* with 80.3%. This was followed by *"providing cable service with few or no interruptions to the signal"* and *"providing bills that are accurate and easy to understand"* with combined "5-Best" or "4" responses of 73.3% and 72.5%, respectively. *"Quickly restoring cable service when it goes out"* received combined "5-Best" or "4" responses from 70.8%.

Issues receiving 60% or more combined "5-Best" or "4" responses are, *"the helpfulness of telephone customer representatives"* and *"the overall value of your cable TV service"* with combined responses of 65.6% and 62.3%, respectively, while *"the quality of the repair service"* received combined "5-Best" or "4" responses from 59.8% of Cox subscribers. Finally, 47.5% of all respondents gave combined "5-Best" or "4" responses to *"the ease of installing or changing cable TV services."*

The table on the following page illustrates.

## City of Omaha Cable Television Survey

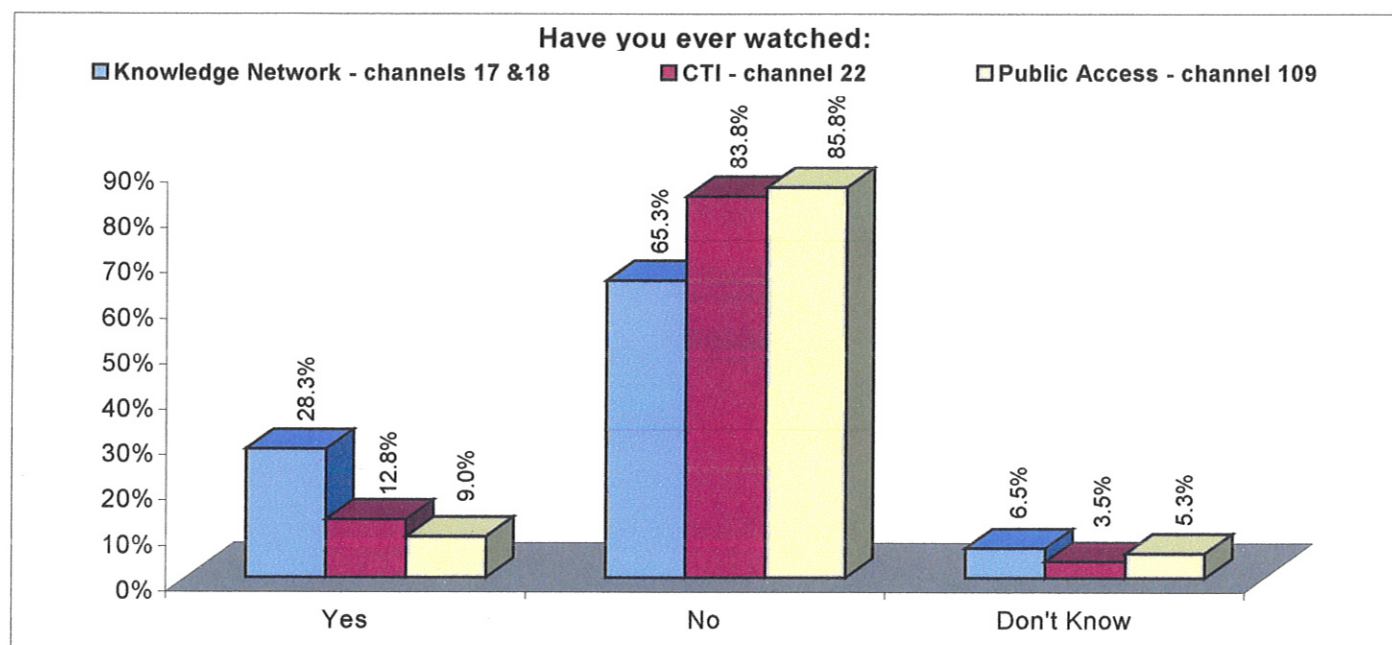
**Now, with regard to your current cable TV service, I am going to ask you to rate several different areas of this service on a scale of 1 to 5 with a 5 being the best rating and a 1 being the worst rating.**

	Worst	2	3	4	Best	Don't Know
The quality of the picture and sound you receive	12 3.0%	8 2.0%	57 14.3%	122 30.5%	199 49.8%	2 0.5%
Providing cable service with few or no interruptions to the signal	25 6.3%	11 2.8%	61 15.3%	138 34.5%	155 38.8%	10 2.5%
Quickly restoring cable service when it goes out	22 5.5%	4 1.0%	51 12.8%	105 26.3%	178 44.5%	40 10.0%
The ease of installing or changing cable TV services	34 8.5%	24 6.0%	43 10.8%	52 13.0%	138 34.5%	109 27.3%
The quality of repair service	19 4.8%	5 1.3%	36 9.0%	100 25.0%	139 34.8%	101 25.3%
Providing bills that are accurate and easy to understand	29 7.3%	9 2.3%	58 14.5%	92 23.0%	198 49.5%	14 3.5%
The helpfulness of telephone customer representatives	21 5.3%	33 8.3%	30 7.5%	69 17.3%	193 48.3%	54 13.5%
The overall value of your cable TV service	31 7.8%	19 4.8%	90 22.5%	118 29.5%	131 32.8%	11 2.8%

## City of Omaha Cable Television Survey

### Viewership of Local Access Channels

All Cox subscribers were asked if they had ever watched the local community access channels that are operating in Omaha. Several follow up questions were asked of those respondents who have watched programming on these channels, as well as, follow up questions probing public access viewership pre and post channel relocation. As shown by the graph below, 28.3% of all Cox cable subscribers have watched one of the Knowledge Networks channels, 12.8% have watched the CTI channel and 9% have watched programming on the public access channel since its relocation to channel 109.

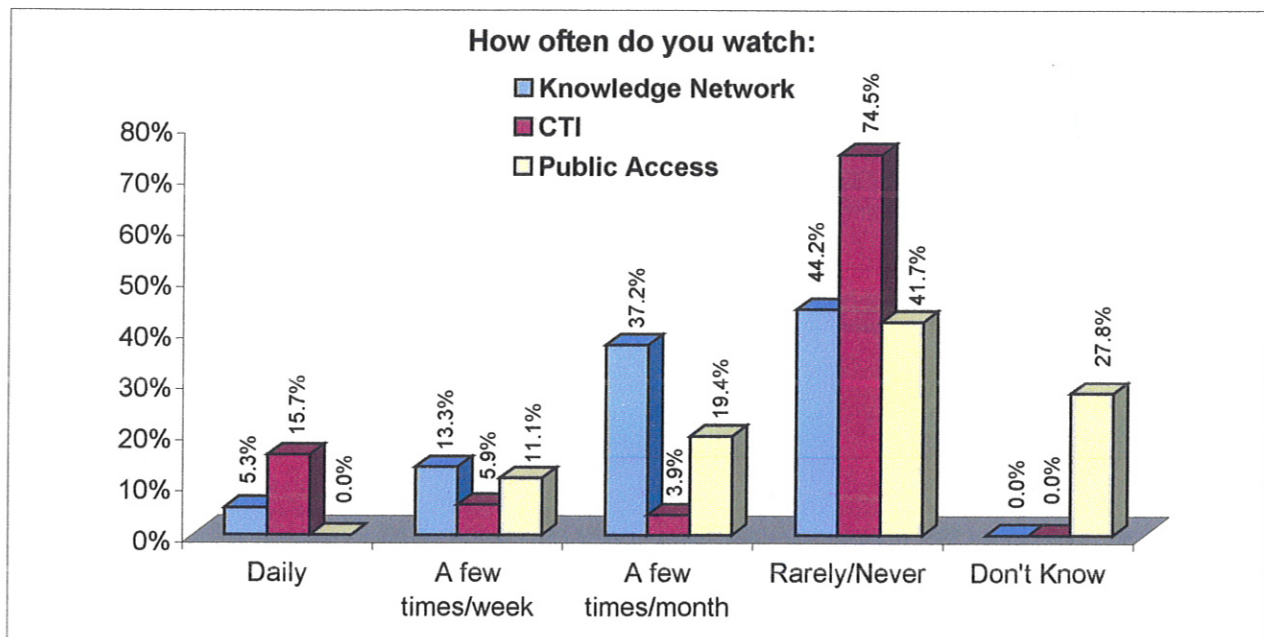


The respondents who said they had watched these PEG Access channels were then asked how often they watch programs on these channels and if the picture quality for programs shown on these channels equals the picture quality for the other channels of the cable system.



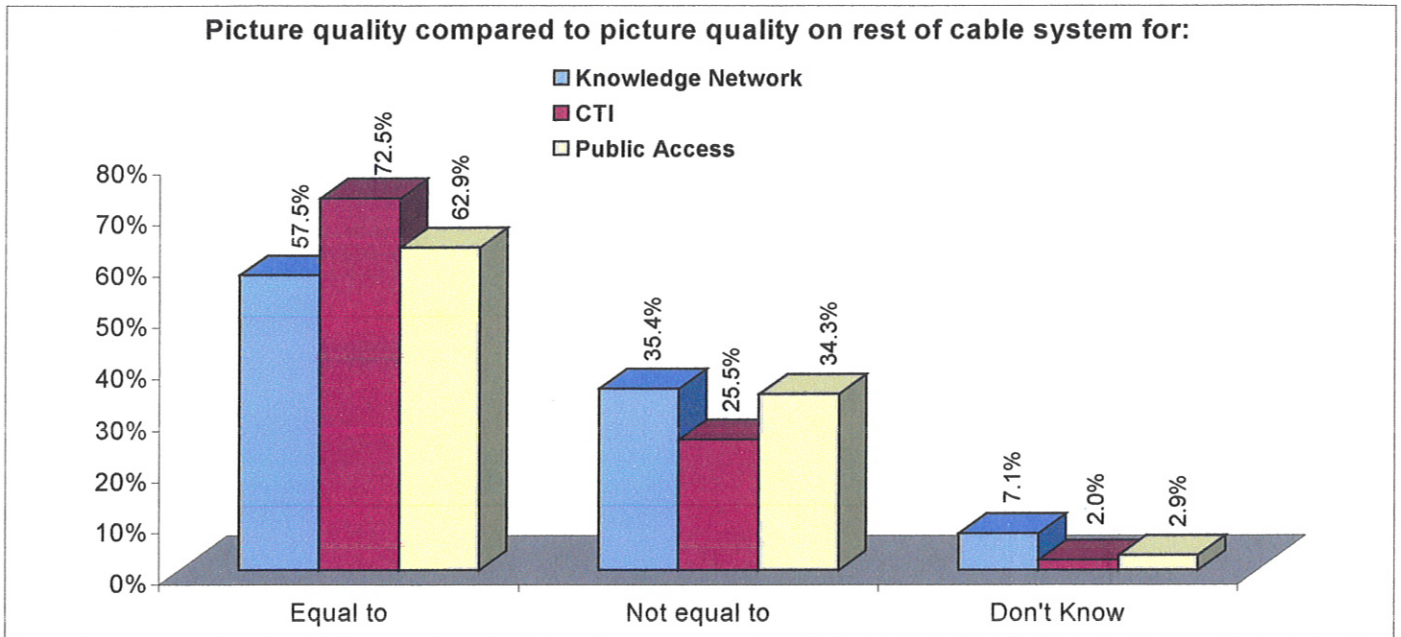
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55.8% say they watch programs on the Knowledge Network channels 17 & 18 at least a few times per month and 18.6% say they watch at least a few times per week. 25.5% say they watch programs on CTI channel 22 at least a few times per month and 21.6% say they watch at least a few times per week. 30.5% say they watch programs on the public access channel 109 at least a few times per month and 11.1% say they watch at least a few times per week. The graph below illustrates.

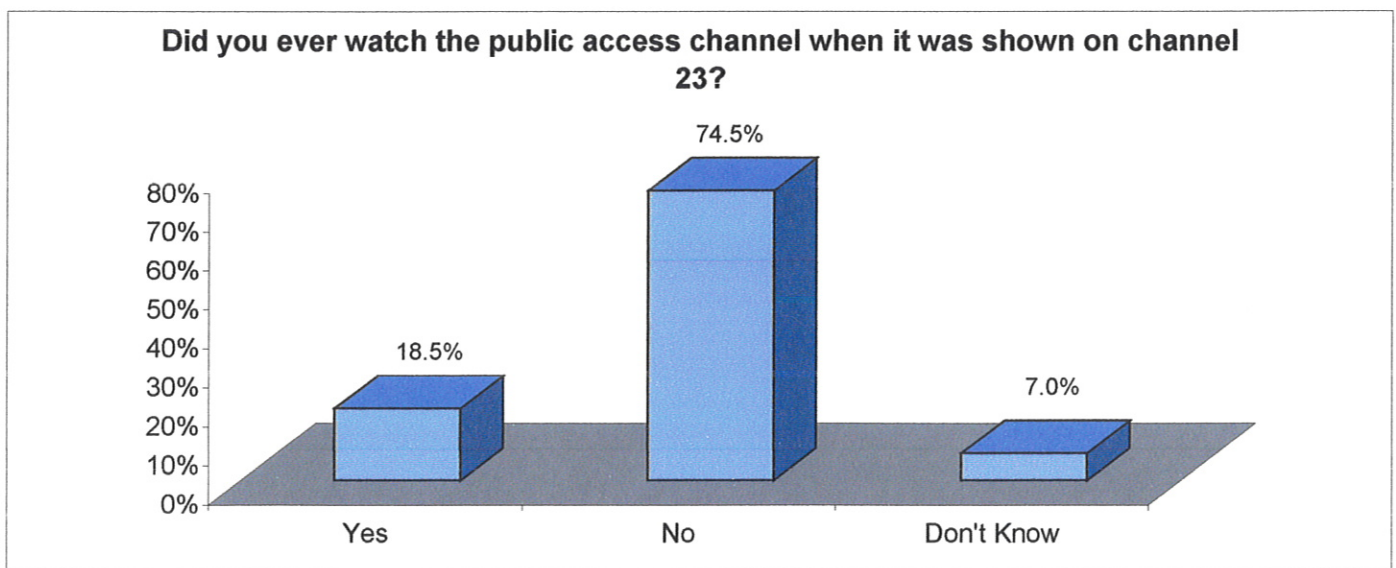


57.5% of the Knowledge Network viewers say the picture quality is equal to the picture quality for programs on the other channels on the cable system; 72.5% of the CTI viewers say the picture quality is equal; and, 62.9% of the public access viewers on channel 109 say the picture quality is equal to the picture quality on the other channels of the Cox cable system. The graph on the following page illustrates.

## City of Omaha Cable Television Survey

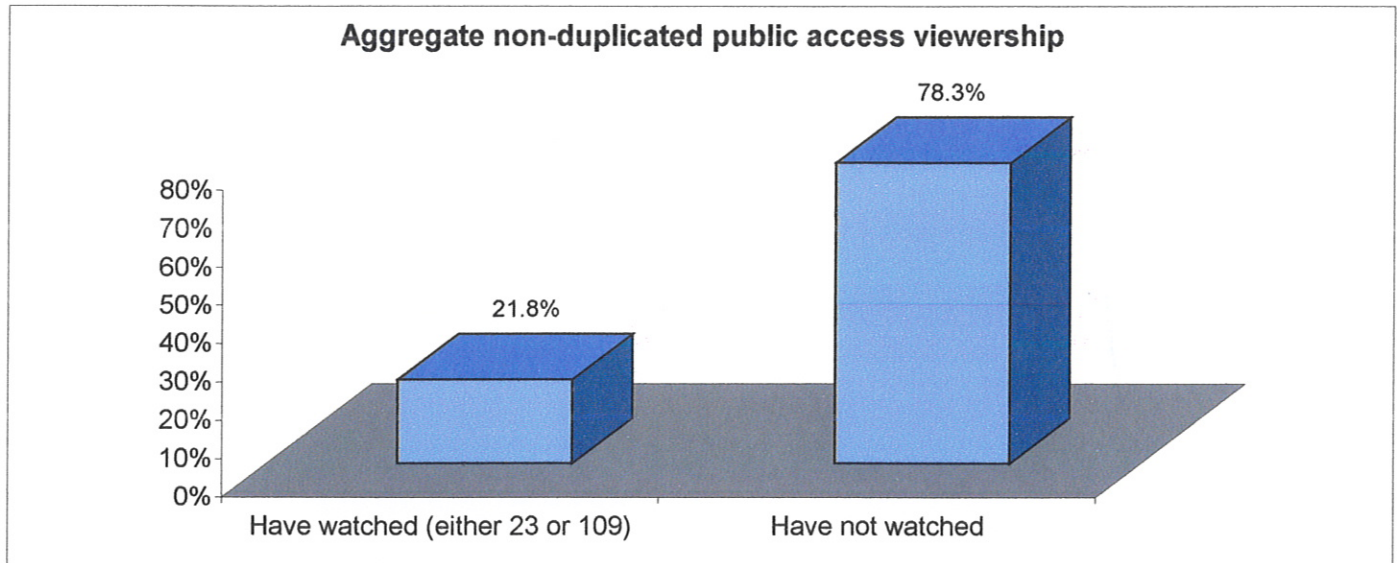


As discussed above, the public access channel was relocated from channel 23 to channel 109. To better understand and help to quantify the dynamics of this channel relocation issue, additional questions were asked of public access viewers. As shown below, 18.5% of Cox subscribers watched programming on the public access channel when it was shown on channels 23 (compared to 9% on channel 109).

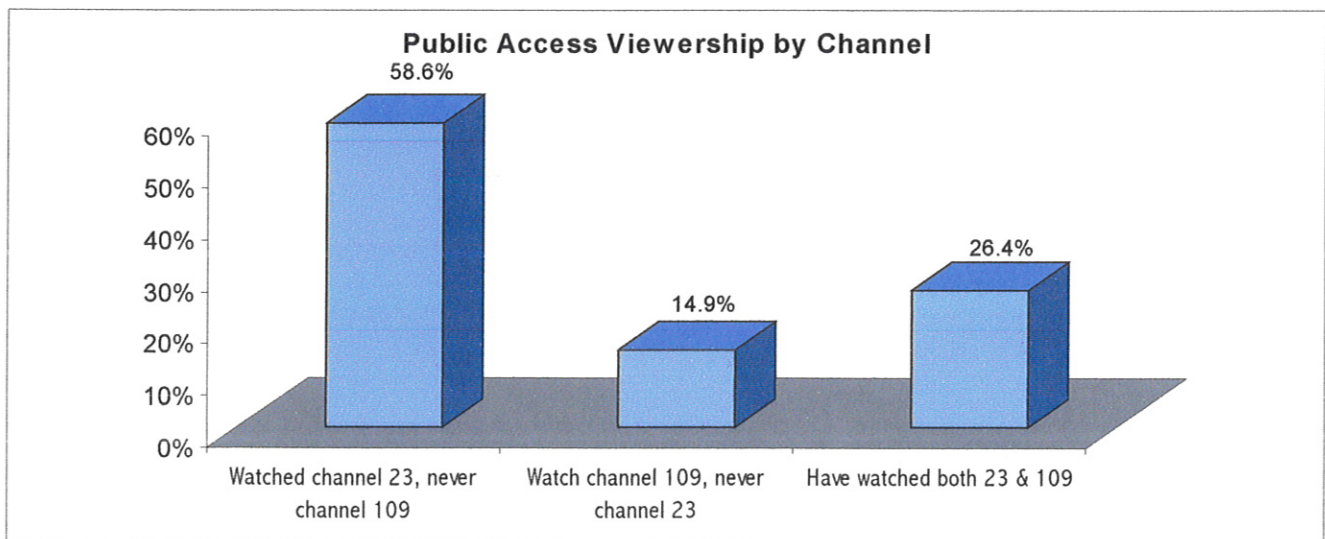


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As shown below, total non-duplicated viewership of the public access channel, i.e., those subscribers who have watched public access programming on either of the two channel locations is 87 respondents out of the sample of 400 or 21.8%.



Finally, as shown by the graph below, 58.6% of Cox subscribers who have watched access programming did so when public access was channel 23 but have not yet watched it on channel 109, while just 14.9% have watched channel 109 but did not watch channel 23. The balance have watched access programming on both.



## City of Omaha Cable Television Survey

### Attitudes about PEG Services, Importance & Value

Local PEG access viewers (those Cox subscribers who have watched programming on at least one of these access channels) were given a series of statements and asked to grade how well each statement described "the programs and services on the local government, education and community programming channels." An A,B,C,D,E grading scale was used with an "A" meaning "extremely well" and an "E" meaning "not at all."

In general, viewers appear to have a high regard for local programming in Omaha as both a valuable service to the community and for the diversity of opinion it brings to the community. More than 30% of these viewers gave a grade of "A" when asked to grade the statements: *provides programming that shows diverse points of view* (41.4%) and *provides a valuable community service* (33.7%).

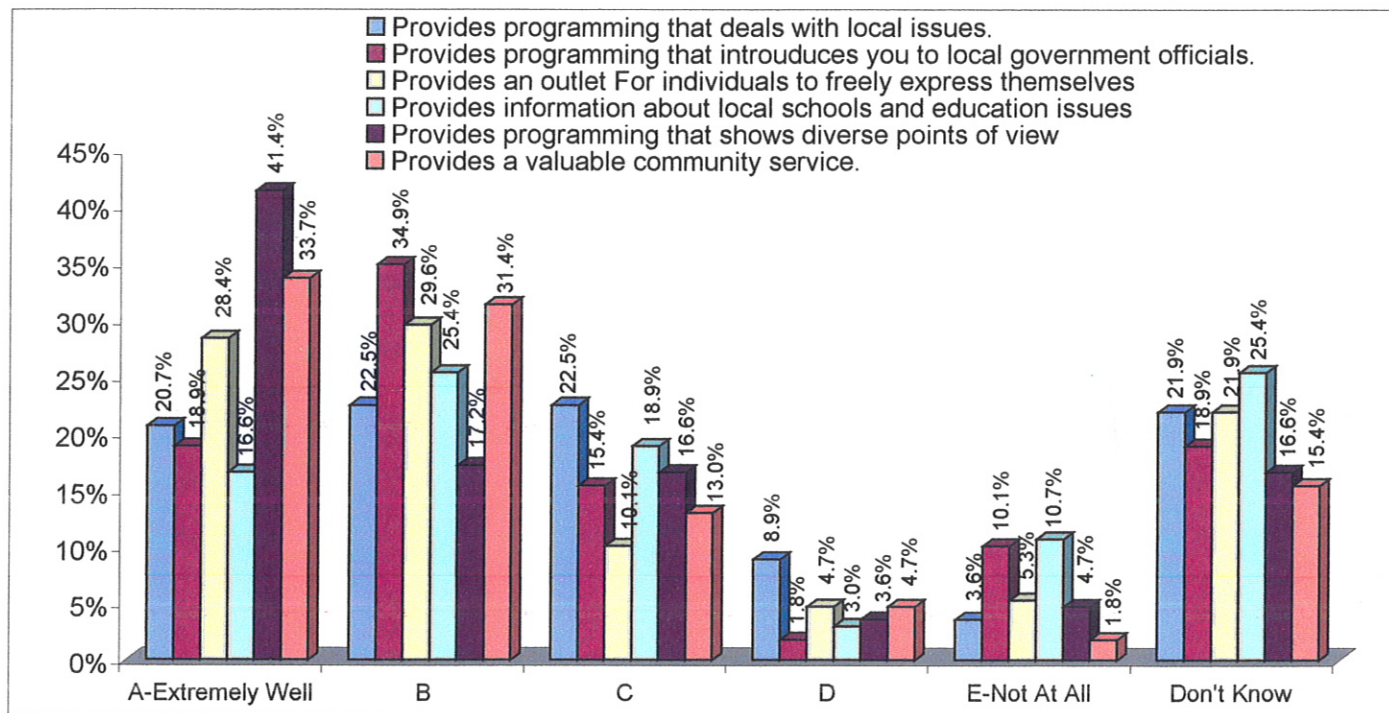
When combining the "A" and "B" grades, over 60% of all viewers gave a grade of "A" or "B" to the statement *provides a valuable community service* and over 50% gave a grade of "A" or "B" to *provides programming that shows diverse points of view*, *provides an outlet for individuals to freely express themselves* and *provides programming that introduces you to local government officials*.

The graph on the following page illustrates.

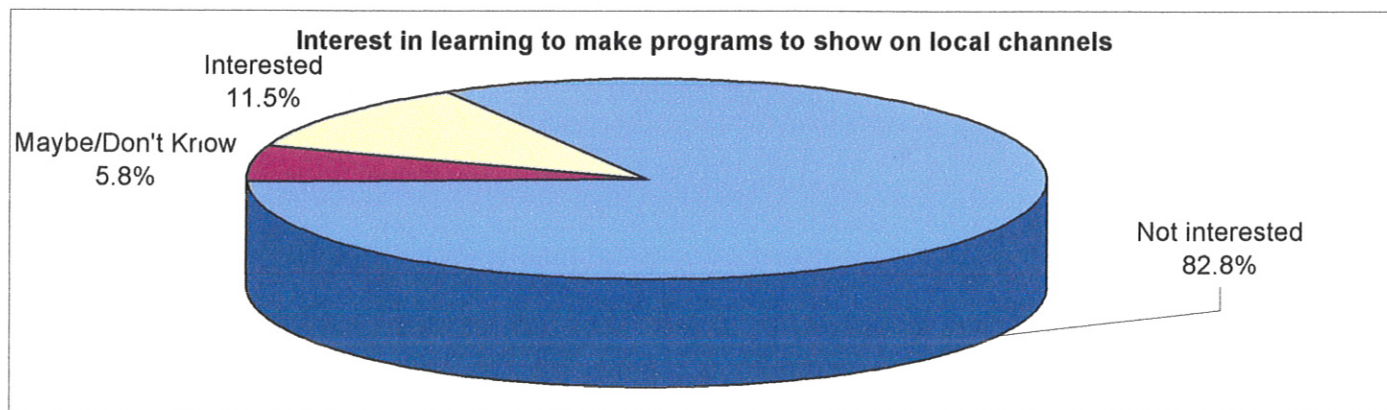


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**Using an A,B,C,D,E grading scale - where "A" means "extremely well" and "E" means "not at all" please give a grade for how well each of the following statements describe the programs and services on the local government, education and community programming channels.**

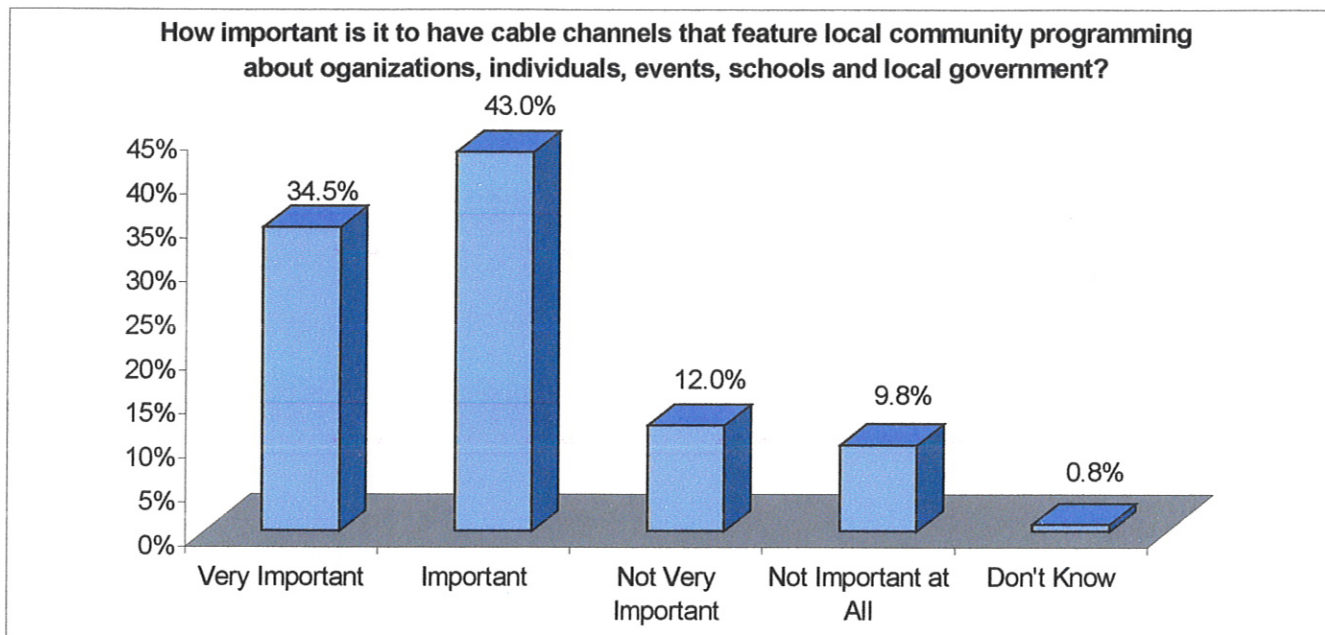


Three questions were asked of all Cox cable subscribers to gauge levels of interest in and support for local community programming. First, subscribers were asked whether they would be interested in learning to make programs to show on local channels using equipment provided free of charge. As shown below, 17.3% either would (11.5%) or might (5.8%) be interested.



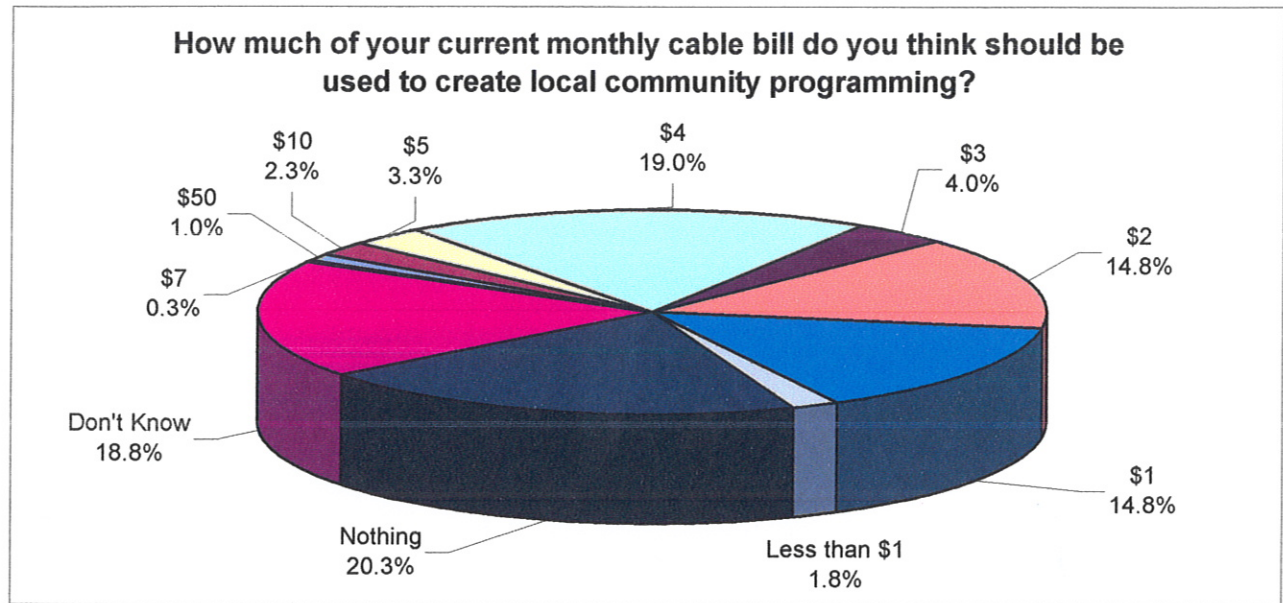
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Second, all Cox subscribers were asked how important it is *"to have cable channels that feature local community programming about organizations, individuals, events, schools and local government."* As shown by the graph below, over three-fourths (77.5%) believe it is either "very important" (34.5%) or "important" (43%) to have these cable channels.



Finally, all Cox subscribers were asked how much of their monthly cable bill should be used to create local community programming. About six out of 10 (59.5%) of all cable subscribers said **one** dollar or more should be set aside and 44.5% said **two** or more dollars should be used. The graph on the following page illustrates.

## City of Omaha Cable Television Survey



When all responses from all respondents are calculated to find the mean or average amount favored, the result is an average of **\$2.23**. This was calculated using a value of \$0.00 for those who said "nothing" or "don't know" and an average cable bill amount of \$40 for those who gave a percentage answer, e.g., "five percent" or "ten percent."

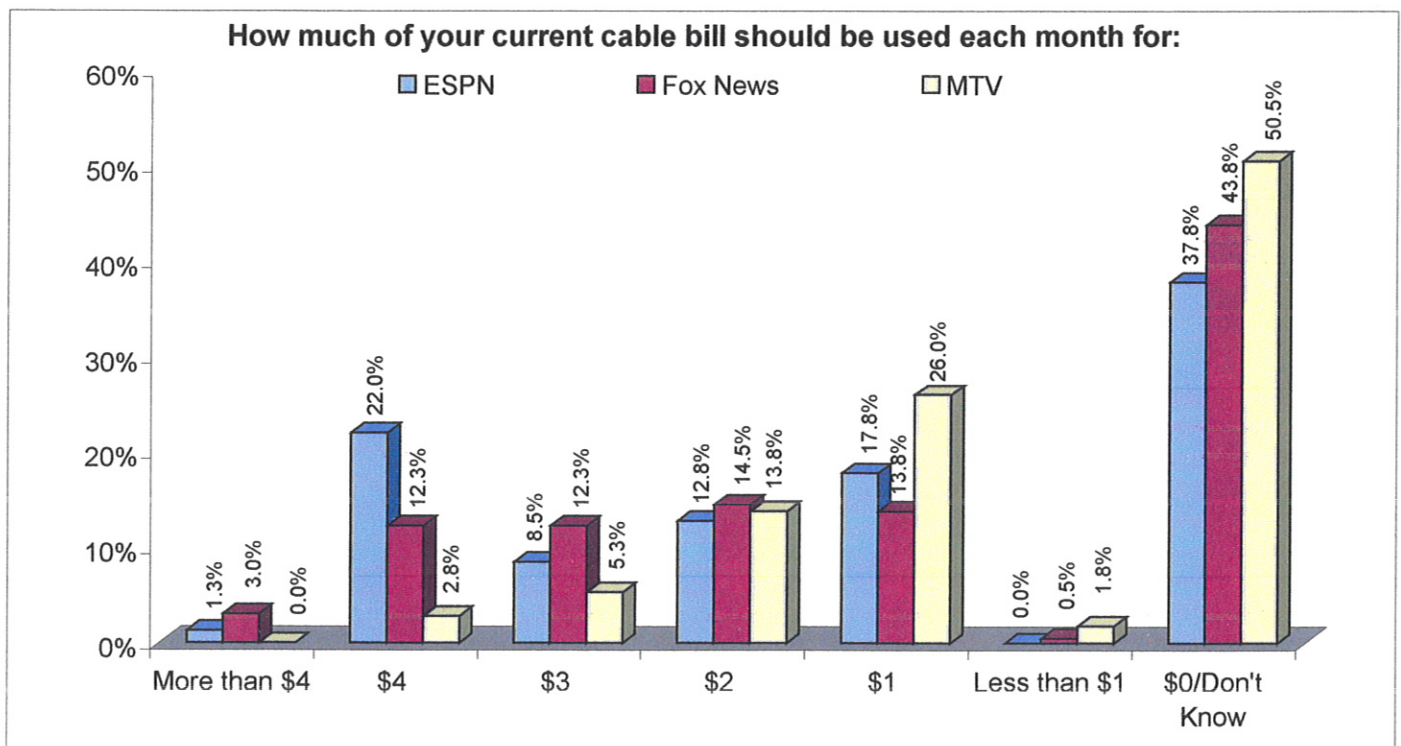


## City of Omaha Cable Television Survey

### Perceived Value of Commercial Programming

All Cox cable subscribers were also asked how much of their monthly cable bill should be used to pay for each of three commercial channels. The commercial channels tested were: ESPN, Fox News Channel and MTV.

As shown below, when asked about ESPN, 62.3% of all cable subscribers said **one** dollar or more should be set aside and 44.5% said **two** or more dollars. When asked about Fox News, 55.8% of all cable subscribers said **one** dollar or more should be set aside and 42% said **two** or more dollars. Finally, when asked about MTV, 47.8% of all cable subscribers said **one** dollar or more should be set aside and 21.8% said **two** or more dollars.





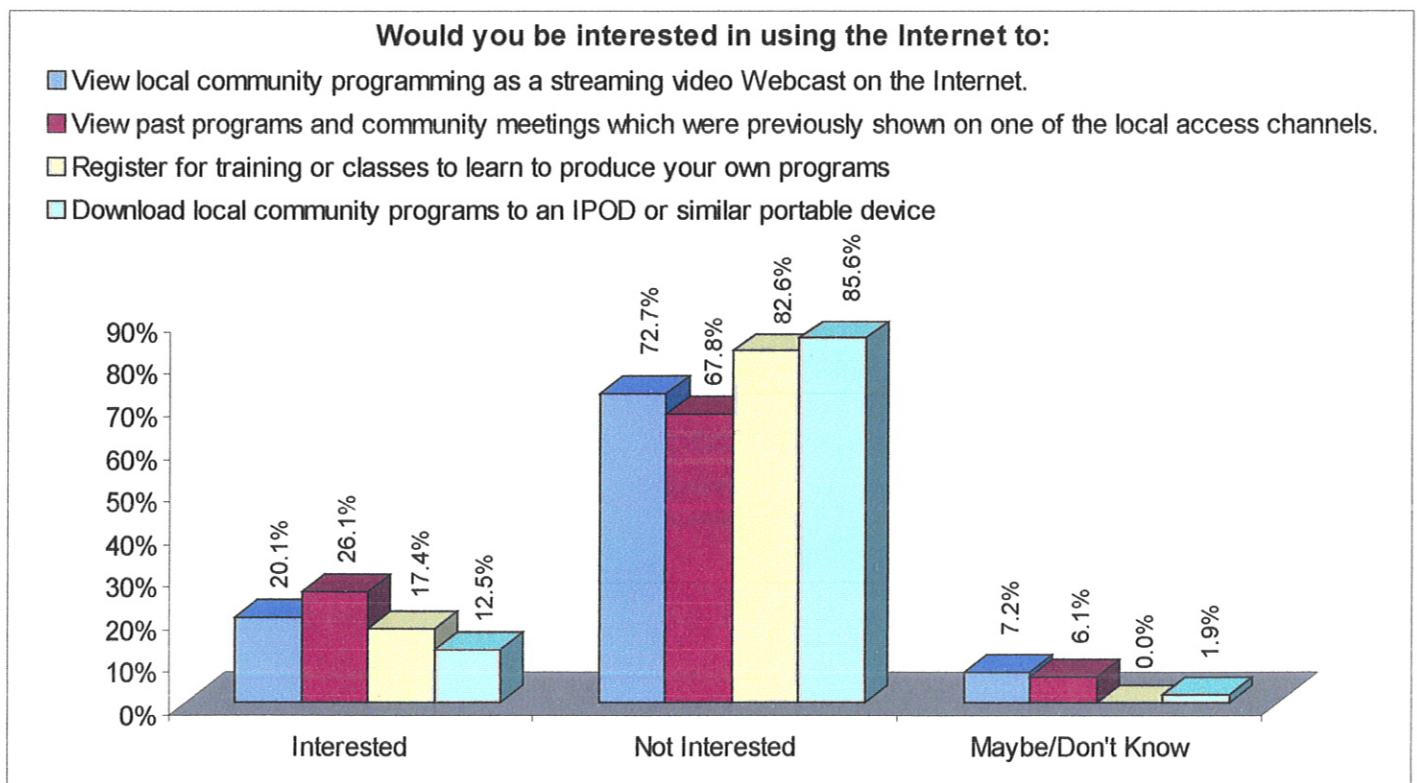
## City of Omaha Cable Television Survey

When all responses from all respondents are calculated to find the mean or average amount favored for each commercial channel tested, ESPN received the highest average of **\$1.69**. The average for Fox News is **\$1.53**; and, the average for MTV is **\$0.81**. This was calculated using a value of \$0.00 for those who said "nothing" or "don't know" and an average cable bill amount of \$40 for those who gave a percentage answer, e.g., "fifty percent" or "two percent."

## Computer & Internet Use

About two-thirds (66.0%) of all Cox subscribers have access to a computer that is used to access the Internet.

These respondents with Internet access were asked several questions relating to the level of their interest in using the Internet to access a number of programs and services. 26.1% of these respondents said they would be interested in the viewing of *past programs and community meetings which were previously shown on one of the local access channels*, 20.1% would be interested in viewing *local community programming as a streaming video Webcast on the Internet* and 17.4% would be interested in registering for training or classes to learn to produce their own programs. The graph below illustrates.

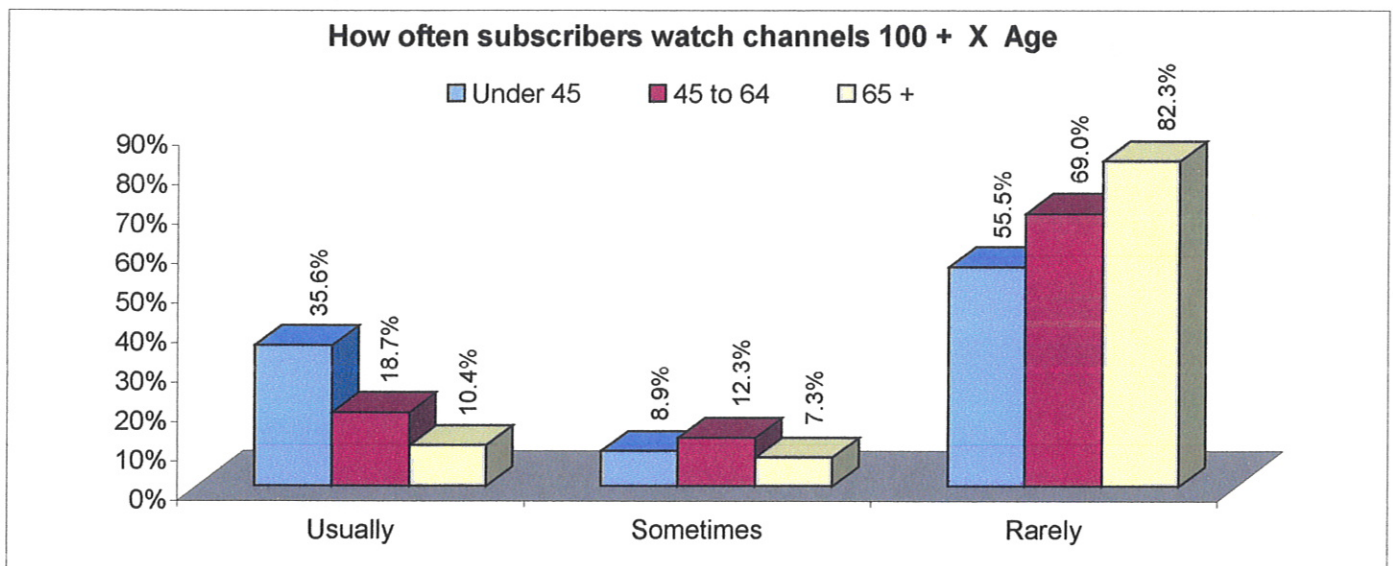


## City of Omaha Cable Television Survey

### Demographics

Several demographic questions were asked of all survey respondents to better group the interviews and to discover commonality of opinion and viewership habits within these demographic groups.

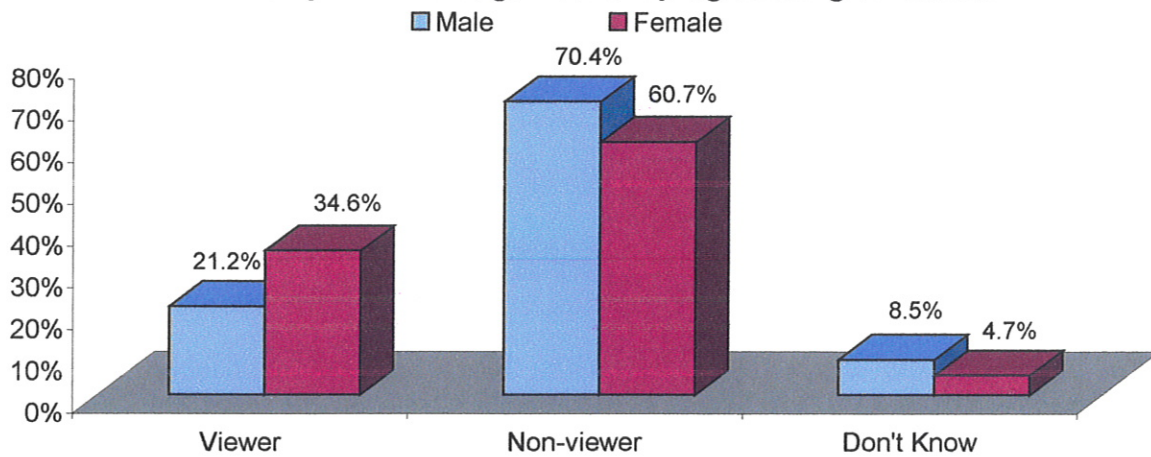
For example, as shown below younger subscribers appear more likely to regularly watch higher tier channel numbers.



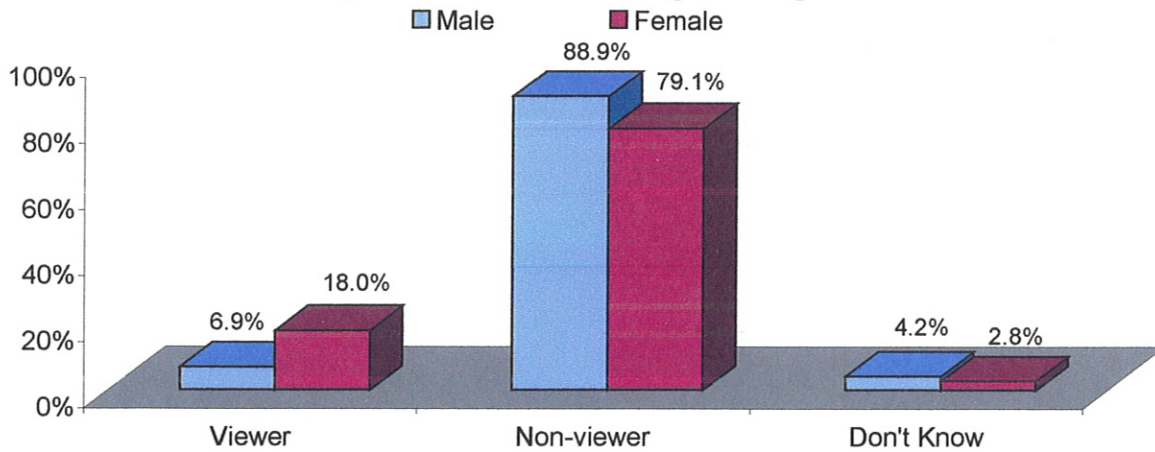
Women appear more likely to be viewers of both the Knowledge Network channels and CTI channel 22. Men appear to be slightly more likely to be viewers of public access programming. The graphs on the following page illustrate.

## City of Omaha Cable Television Survey

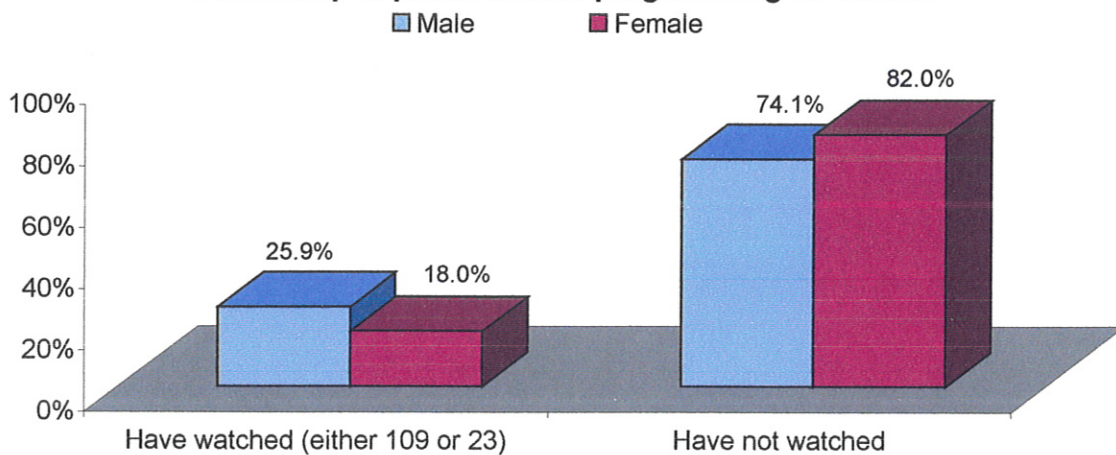
### Viewership of Knowledge Network programming X Gender



### Viewership of CTI channel 22 programming X Gender



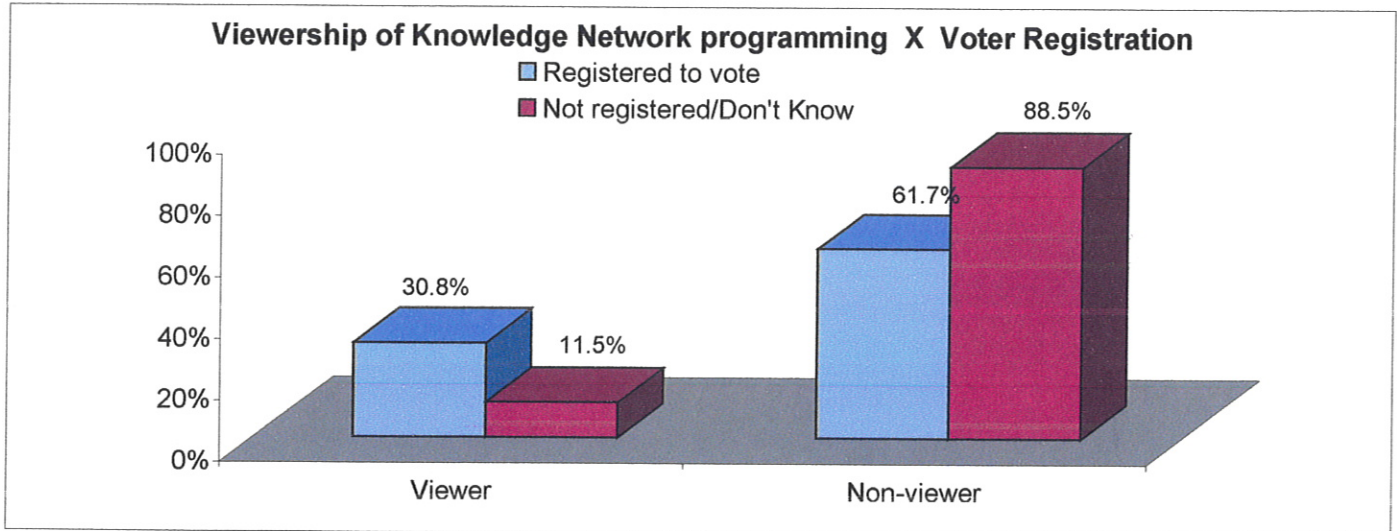
### Viewership of public access programming X Gender



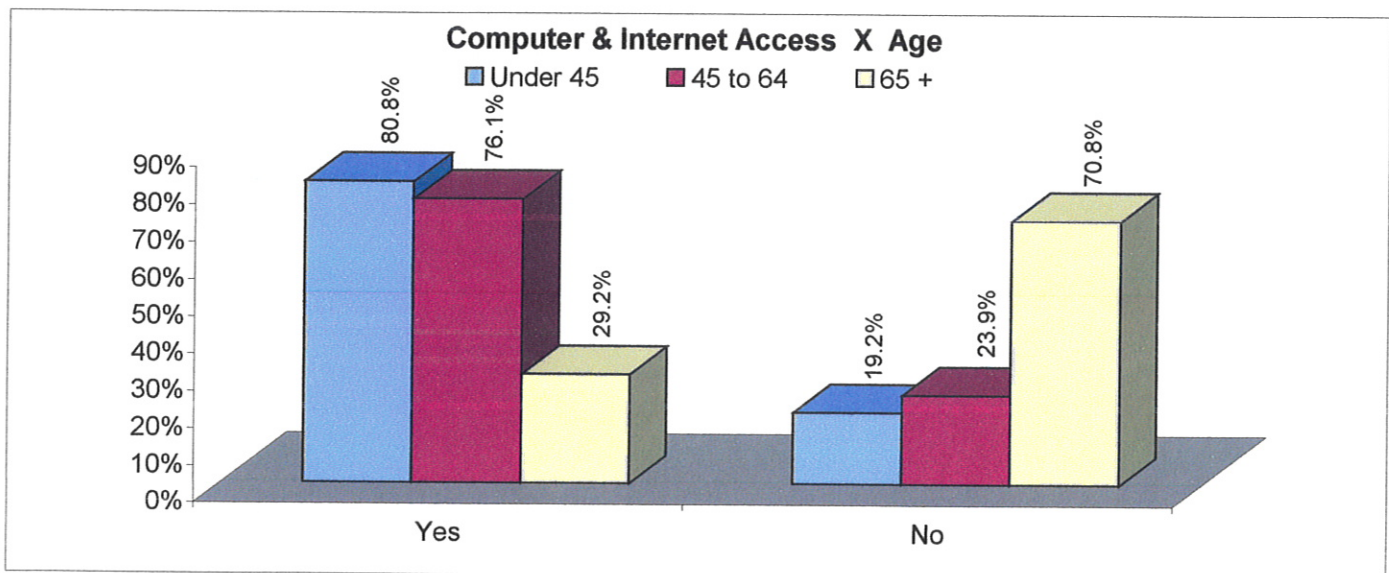


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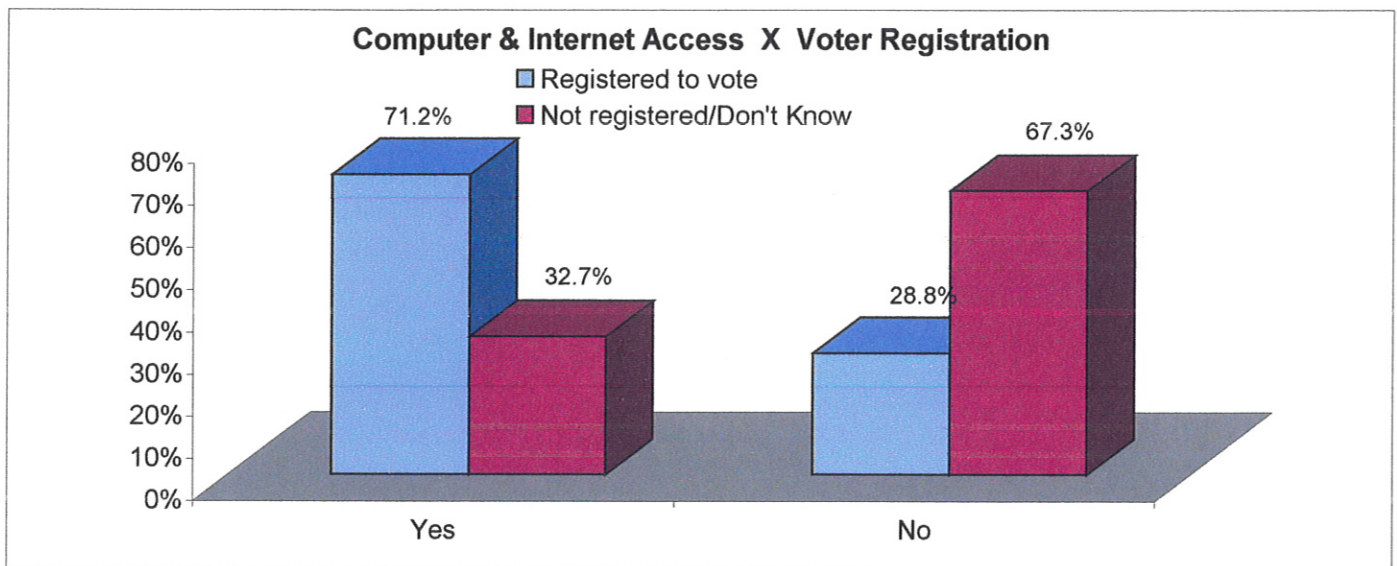
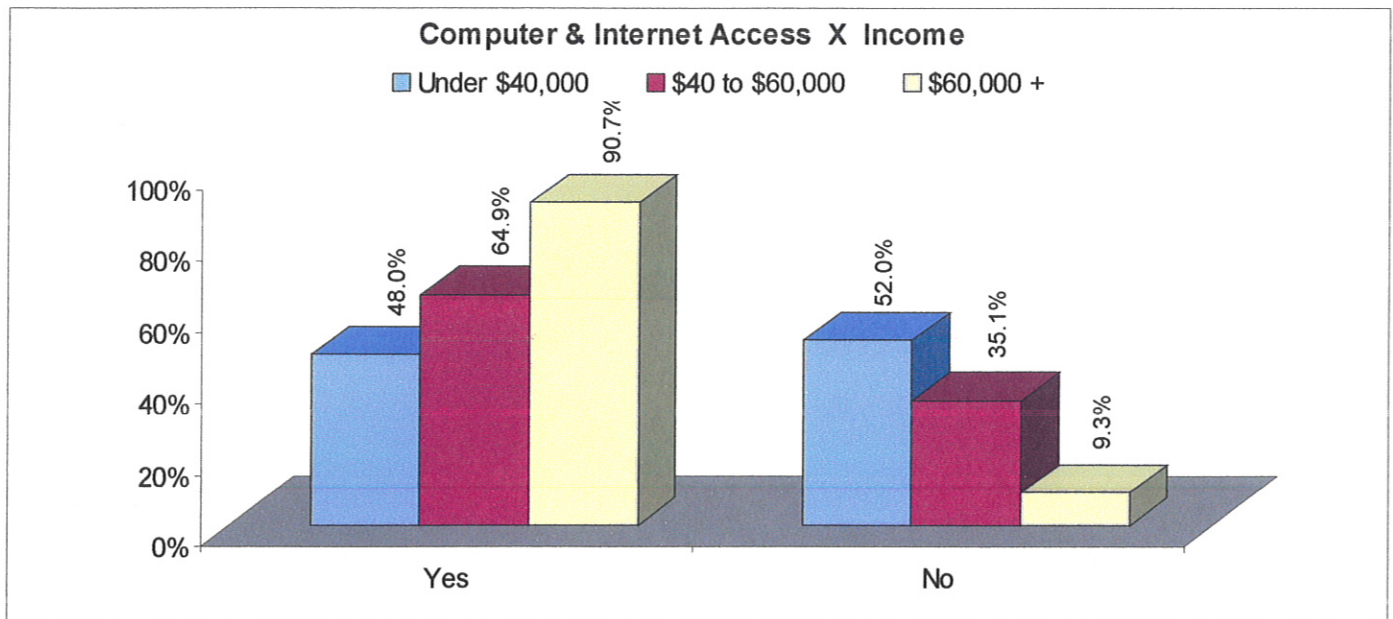
Further, registered voters are more likely to be viewers of all local PEG access channels tested. The graph below is illustrative.



Respondents under the age of 65, those living in households reporting higher levels of household income and those who are registered to vote are all more likely to have access to a computer they use to access the Internet. The graph below and those on the following page illustrate.

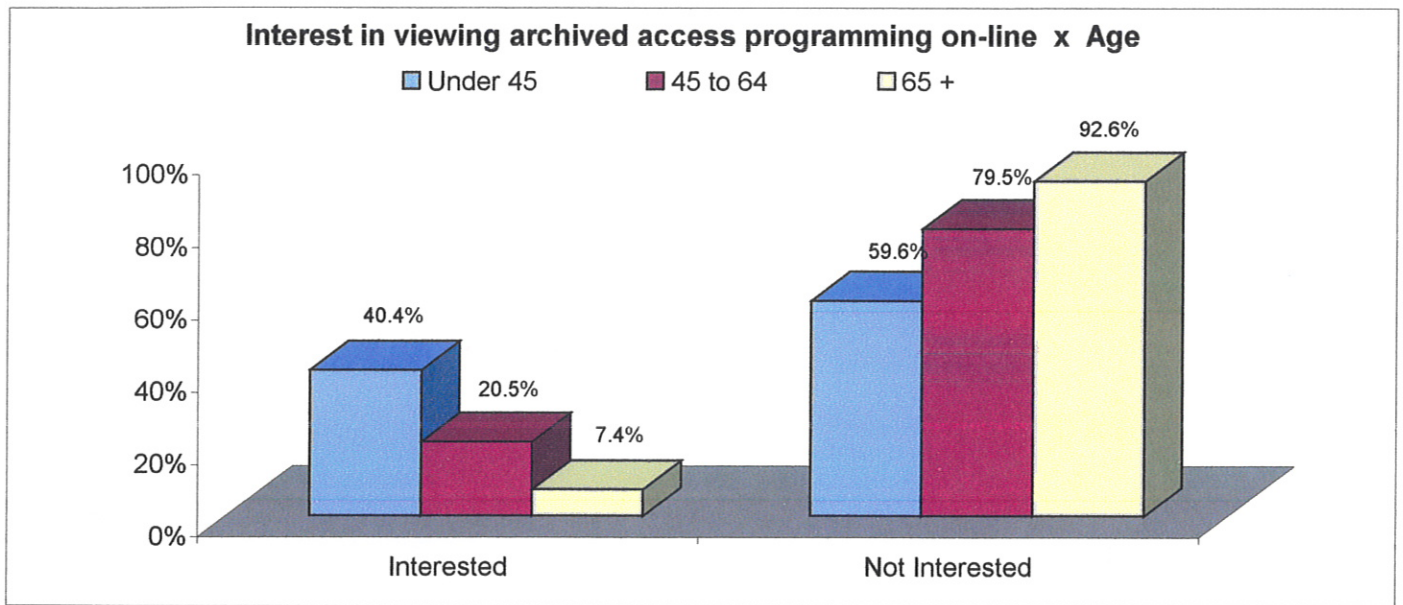


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Finally, of those who do have computer and Internet access, younger respondents appear to have greater interest in all on-line related services and content delivery options tested. The graph on the following page is illustrative.

## City of Omaha Cable Television Survey



A complete listing of all frequencies, including demographics, can be found under Tab 3. Cross-tabulation tables can be found under Tab 4.





**City of Omaha Cable Television Survey - Cox Subscribers - October 2009**

<u>Is your home located in the City of Omaha?</u>	<u>Number</u>	<u>Percent</u>
Yes	400	100.0 %
No/Don't Know	0	0.0 %
Total	400	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

<u>Do you currently subscribe to the Cox or the Qwest cable TV service?</u>	<u>Number</u>	<u>Percent</u>
Cox	400	100.0 %
Qwest	0	0.0 %
No/DK	0	0.0 %
Total	400	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

**City of Omaha Cable Television Survey - Cox Subscribers - October 2009**

**Now, with regard to your current cable TV service, I am going to ask you to rate several different areas of this service on a scale of 1 to 5 with a 5 being the best rating and a 1 being the worst rating.**

	Worst	2	3	4	Best	Don't Know
The quality of the picture and sound you receive	12 3.0%	8 2.0%	57 14.3%	122 30.5%	199 49.8%	2 0.5%
Providing cable service with few or no interruptions to the signal	25 6.3%	11 2.8%	61 15.3%	138 34.5%	155 38.8%	10 2.5%
Quickly restoring cable service when it goes out	22 5.5%	4 1.0%	51 12.8%	105 26.3%	178 44.5%	40 10.0%
The ease of installing or changing cable TV services	34 8.5%	24 6.0%	43 10.8%	52 13.0%	138 34.5%	109 27.3%
The quality of repair service	19 4.8%	5 1.3%	36 9.0%	100 25.0%	139 34.8%	101 25.3%
Providing bills that are accurate and easy to understand	29 7.3%	9 2.3%	58 14.5%	92 23.0%	198 49.5%	14 3.5%
The helpfulness of telephone customer representatives	21 5.3%	33 8.3%	30 7.5%	69 17.3%	193 48.3%	54 13.5%
The overall value of your cable TV service	31 7.8%	19 4.8%	90 22.5%	118 29.5%	131 32.8%	11 2.8%

**Cable companies now offer hundreds of channels of video programming. Please think about your viewing habits, and estimate how often -- usually, sometimes, or rarely -- that you watch programs that are shown on:**

	Usually	Sometimes	Rarely	Total
Channels 1-49	230 57.5%	132 33.0%	38 9.5%	400 100.0%
Channels 50-99	111 27.8%	148 37.0%	141 35.3%	400 100.0%
Channels 100 +	91 22.8%	42 10.5%	267 66.8%	400 100.0%

**City of Omaha Cable Television Survey - Cox Subscribers - October 2009**

Have you ever watched a program on one of  
the Knowledge Network cable channels -  
Channel 17 or Channel 18?

	Number	Percent
Yes	113	28.3 %
No	261	65.3 %
Don't Know	26	6.5 %
Total	400	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

How often do you watch one of these

Knowledge Network channels 17 or 18?	Number	Percent
Daily	6	5.3 %
A Few Times a Week	15	13.3 %
A Few Times a Month	42	37.2 %
Rarely	50	44.2 %
Never	0	0.0 %
Don't Know	0	0.0 %
Total	113	100.0 %

Missing Cases = 287

Response Percent = 28.3 %

Is the picture quality for channels 17 and 18  
equal to the picture quality for programs on the  
other channels of the cable system?

	Number	Percent
Yes	65	57.5 %
No	40	35.4 %
Don't Know	8	7.1 %
Total	113	100.0 %

Missing Cases = 287

Response Percent = 28.3 %

**City of Omaha Cable Television Survey - Cox Subscribers - October 2009**

Have you ever watched a program on CTI

<u>Channel 22 - The Minority Channel?</u>	<u>Number</u>	<u>Percent</u>
Yes	51	12.8 %
No	335	83.8 %
Don't Know	14	3.5 %
Total	400	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

<u>How often do you watch CTI Channel 22?</u>	<u>Number</u>	<u>Percent</u>
Daily	8	15.7 %
A Few Times a Week	3	5.9 %
A Few Times a Month	2	3.9 %
Rarely	38	74.5 %
Never	0	0.0 %
Don't Know	0	0.0 %
Total	51	100.0 %

Missing Cases = 349

Response Percent = 12.8 %

Is the picture quality for channel 22 equal to  
the picture quality for programs on the other  
channels of the cable system?

<u></u>	<u>Number</u>	<u>Percent</u>
Yes	37	72.5 %
No	13	25.5 %
Don't Know	1	2.0 %
Total	51	100.0 %

Missing Cases = 349

Response Percent = 12.8 %

**City of Omaha Cable Television Survey - Cox Subscribers - October 2009**

Have you ever watched a program on the  
community programming public access channel  
109?

	Number	Percent
Yes	36	9.0 %
No	343	85.8 %
Don't Know	21	5.3 %
Total	400	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

How often do you watch channel 109?	Number	Percent
Daily	0	0.0 %
A Few Times a Week	4	11.1 %
A Few Times a Month	7	19.4 %
Rarely	14	38.9 %
Never	1	2.8 %
Don't Know	10	27.8 %
Total	36	100.0 %

Missing Cases = 364

Response Percent = 9.0 %

Is the picture quality for channel 109 equal to  
the picture quality for programs on the other  
channels of the cable system?

	Number	Percent
Yes	22	62.9 %
No	12	34.3 %
Don't Know	1	2.9 %
Total	35	100.0 %

Missing Cases = 365

Response Percent = 8.8 %

**City of Omaha Cable Television Survey - Cox Subscribers - October 2009**

Did you ever watch the public access channel  
when it was shown on Channel 23?

	Number	Percent
Yes	74	18.5 %
No	298	74.5 %
Don't Know	28	7.0 %
Total	400	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

Aggregate Public Access Viewership	Number	Percent
Have watched (either 109 or 23)	87	21.8 %
Have not watched/DK	313	78.3 %
Total	400	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

Public Access Channel Viewership Index	Number	Percent
Have watched 109, not 23	13	14.9 %
Watched 23, not 109	51	58.6 %
Have watched both 109 & 23	23	26.4 %
Total	87	100.0 %

Missing Cases = 313

Response Percent = 21.8 %

**If Yes to watching Public Access on both 109 and 23:**

Would you say that you watch public access  
more now on channel 109 or did you watch  
more when it was on channel 23?

	Number	Percent
More now on channel 109	6	26.1 %
More when it was channel 23	6	26.1 %
About the same/Don't Know	11	47.8 %
Total	23	100.0 %

Missing Cases = 377

Response Percent = 5.8 %

City of Omaha Cable Television Survey - Cox Subscribers - October 2009

**O.K., using an A,B,C,D,E grading scale -- where "A" means "extremely well" and "E" means "not at all" - please give a grade for how well each of the following statements describe the programs and services on the local government, education and community programming channels.**

	A- Extrem- ely Well	B	C	D	E-Not At All	Don't Know	Total
Provides programming that deals with local issues.	35 20.7%	38 22.5%	38 22.5%	15 8.9%	6 3.6%	37 21.9%	169 100.0%
Provides programming that introduces you to local government officials.	32 18.9%	59 34.9%	26 15.4%	3 1.8%	17 10.1%	32 18.9%	169 100.0%
Provides an outlet for individuals to freely express themselves.	48 28.4%	50 29.6%	17 10.1%	8 4.7%	9 5.3%	37 21.9%	169 100.0%
Provides information about local schools and education issues.	28 16.6%	43 25.4%	32 18.9%	5 3.0%	18 10.7%	43 25.4%	169 100.0%
Provides programming that shows diverse points of view	70 41.4%	29 17.2%	28 16.6%	6 3.6%	8 4.7%	28 16.6%	169 100.0%
Provides a valuable community service.	57 33.7%	53 31.4%	22 13.0%	8 4.7%	3 1.8%	26 15.4%	169 100.0%

Would you be interested in learning to make programs to show on one of these local channels using equipment provided free of charge?

	Number	Percent
Yes	46	11.5 %
No	331	82.8 %
Maybe/Don't Know	23	5.8 %
Total	400	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

**City of Omaha Cable Television Survey - Cox Subscribers - October 2009**

How important is it to have cable channels that feature local community programming about organizations, individuals, events, schools and local government. Would you say that it is very important, somewhat important, not very important or not important at all?

	Number	Percent
Very Important	138	34.5 %
Somewhat Important	172	43.0 %
Not Very Important	48	12.0 %
Not Important at All	39	9.8 %
Don't Know/No Opinion	3	0.8 %
Total	400	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

How much of your current monthly cable bill do you think should be used to create local community programming about organizations, individuals, events, schools and local government. Four dollars, three dollars, two dollars, one dollar, nothing, or some other amount?

	Number	Percent
\$1 dollar	59	14.8 %
\$2 dollars	58	14.5 %
\$3 dollars	16	4.0 %
\$4 dollars	74	18.5 %
Nothing	81	20.3 %
Other	37	9.3 %
Don't Know/No Opinion	75	18.8 %
Total	400	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

If other, Specify	Number	Percent
Five dollars	13	35.1 %
Ten dollars	9	24.3 %
Fifty dollars	4	10.8 %
Five cents	4	10.8 %
Fifty cents	3	8.1 %
Ten percent	2	5.4 %
Five percent	1	2.7 %
Seven dollars	1	2.7 %
Total	37	100.0 %

Missing Cases = 363

Response Percent = 9.3 %



**City of Omaha Cable Television Survey - Cox Subscribers - October 2009**

<u>ESPN</u>	<u>Number</u>	<u>Percent</u>
\$1 dollar	71	17.8 %
\$2 dollars	51	12.8 %
\$3 dollars	34	8.5 %
\$4 dollars	88	22.0 %
Nothing	99	24.8 %
Other	5	1.3 %
<u>Don't Know/No Opinion</u>	<u>52</u>	<u>13.0 %</u>
Total	400	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

<u>IF OTHER:</u>	<u>Number</u>	<u>Percent</u>
Ten dollars	2	40.0 %
Five dollars	2	40.0 %
<u>Fifty percent</u>	<u>1</u>	<u>20.0 %</u>
Total	5	100.0 %

Missing Cases = 395

Response Percent = 1.3 %

<u>Fox News Channel</u>	<u>Number</u>	<u>Percent</u>
\$1 dollar	55	13.8 %
\$2 dollars	58	14.5 %
\$3 dollars	49	12.3 %
\$4 dollars	49	12.3 %
Nothing	132	33.0 %
Other	14	3.5 %
<u>Don't Know/No Opinion</u>	<u>43</u>	<u>10.8 %</u>
Total	400	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

<u>IF OTHER:</u>	<u>Number</u>	<u>Percent</u>
Five dollars	7	50.0 %
Ten dollars	3	21.4 %
Fifty cents	2	14.3 %
Twenty-five dollars	1	7.1 %
<u>Twenty percent</u>	<u>1</u>	<u>7.1 %</u>
Total	14	100.0 %

Missing Cases = 386

Response Percent = 3.5 %

**City of Omaha Cable Television Survey - Cox Subscribers - October 2009**

<u>MTV</u>	<u>Number</u>	<u>Percent</u>
\$1 dollar	104	26.0 %
\$2 dollars	55	13.8 %
\$3 dollars	21	5.3 %
\$4 dollars	11	2.8 %
Nothing	150	37.5 %
Other	7	1.8 %
Don't Know/No Opinion	52	13.0 %
Total	400	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

<u>IF OTHER:</u>	<u>Number</u>	<u>Percent</u>
Fifty Cents	6	85.7 %
Two percent	1	14.3 %
Total	7	100.0 %

Missing Cases = 393

Response Percent = 1.8 %

**City of Omaha Cable Television Survey - Cox Subscribers - October 2009**

Do you have access to a computer that you use  
to access the Internet?

	Number	Percent
Yes	264	66.0 %
No	136	34.0 %
Total	400	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

**Would you be interested in using the Internet to:**

	Interested	Not Interested	Maybe/Don't Know	Total
View local community programming as a streaming video Webcast on the Internet.	53 20.1%	192 72.7%	19 7.2%	264 100.0%
View past programs and community meetings which were previously shown on one of the local access channels.	69 26.1%	179 67.8%	16 6.1%	264 100.0%
Register for training or classes to learn to produce your own programs.	46 17.4%	218 82.6%	0 0.0%	264 100.0%
Download local community programs to an IPOD or similar portable device.	33 12.5%	226 85.6%	5 1.9%	264 100.0%

**City of Omaha Cable Television Survey - Cox Subscribers - October 2009**

Are you registered to vote in the City of Omaha?

	Number	Percent
Yes	347	86.8 %
No/Don't Know	52	13.0 %
REFUSED	1	0.3 %
Total	400	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

Would you say that you always vote in every election, usually vote in most elections, occasionally vote in some elections or rarely vote in just a few elections?

	Number	Percent
Always	198	57.1 %
Usually	112	32.3 %
Occasionally	23	6.6 %
Rarely	14	4.0 %
Total	347	100.0 %

Missing Cases = 53

Response Percent = 86.8 %

Age	Number	Percent
Under 30	39	9.8 %
30 - 44	107	26.8 %
45 - 54	93	23.3 %
55 - 64	62	15.5 %
65 or older	96	24.0 %
REFUSED	3	0.8 %
Total	400	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

**City of Omaha Cable Television Survey - Cox Subscribers - October 2009**

<u>Ethnicity</u>	<u>Number</u>	<u>Percent</u>
Anglo	291	72.8 %
Hispanic	44	11.0 %
African American	41	10.3 %
Native American	3	0.8 %
Asian	7	1.8 %
Other-Mixed	5	1.3 %
REFUSED	9	2.3 %
Total	400	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

<u>Income</u>	<u>Number</u>	<u>Percent</u>
Under \$25,000	57	14.3 %
\$25,000 to \$39,999	66	16.5 %
\$40,000 to \$59,999	94	23.5 %
\$60,000 to \$99,999	74	18.5 %
\$100,000 or more	55	13.8 %
REFUSED	54	13.5 %
Total	400	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

<u>Gender</u>	<u>Number</u>	<u>Percent</u>
Male	189	47.3 %
Female	211	52.8 %
Total	400	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

**City of Omaha Cable Television Survey - Qwest Subscribers - October 2009**

<u>Is your home located in the City of Omaha?</u>	<u>Number</u>	<u>Percent</u>
Yes	16	100.0 %
No/Don't Know	0	0.0 %
Total	16	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

<u>Do you currently subscribe to the Cox or the Qwest cable TV service?</u>	<u>Number</u>	<u>Percent</u>
Cox	0	0.0 %
Qwest	16	100.0 %
No/DK	0	0.0 %
Total	16	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

## City of Omaha Cable Television Survey - Qwest Subscribers - October 2009

**Now, with regard to your current cable TV service, I am going to ask you to rate several different areas of this service on a scale of 1 to 5 with a 5 being the best rating and a 1 being the worst rating.**

	Worst	2	3	4	Best	Don't Know
The quality of the picture and sound you receive	0 0.0%	1 6.3%	2 12.5%	6 37.5%	6 37.5%	1 6.3%
Providing cable service with few or no interruptions to the signal	0 0.0%	0 0.0%	5 31.3%	4 25.0%	6 37.5%	1 6.3%
Quickly restoring cable service when it goes out	0 0.0%	3 18.8%	5 31.3%	6 37.5%	1 6.3%	1 6.3%
The ease of installing or changing cable TV services	2 12.5%	2 12.5%	5 31.3%	4 25.0%	1 6.3%	2 12.5%
The quality of repair service	0 0.0%	1 6.3%	5 31.3%	3 18.8%	2 12.5%	5 31.3%
Providing bills that are accurate and easy to understand	0 0.0%	0 0.0%	3 18.8%	5 31.3%	7 43.8%	1 6.3%
The helpfulness of telephone customer representatives	0 0.0%	1 6.3%	3 18.8%	5 31.3%	3 18.8%	4 25.0%
The overall value of your cable TV service	0 0.0%	1 6.3%	7 43.8%	7 43.8%	1 6.3%	0 0.0%

**City of Omaha Cable Television Survey - Qwest Subscribers - October 2009**

Have you ever watched a program on one of  
the Knowledge Network cable channels -

<u>Channel 25 or Channel 74?</u>	<u>Number</u>	<u>Percent</u>
Yes	5	31.3 %
No	10	62.5 %
Don't Know	1	6.3 %
Total	16	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

How often do you watch one of these

<u>Knowledge Network channels 25 or 74?</u>	<u>Number</u>	<u>Percent</u>
Daily	0	0.0 %
A Few Times a Week	1	20.0 %
A Few Times a Month	2	40.0 %
Rarely	2	40.0 %
Never	0	0.0 %
Don't Know	0	0.0 %
Total	5	100.0 %

Missing Cases = 11

Response Percent = 31.3 %

Is the picture quality for channels 25 and 74  
equal to the picture quality for programs on the  
other channels of the cable system?

<u>other channels of the cable system?</u>	<u>Number</u>	<u>Percent</u>
Yes	5	100.0 %
No	0	0.0 %
Don't Know	0	0.0 %
Total	5	100.0 %

Missing Cases = 11

Response Percent = 31.3 %



**City of Omaha Cable Television Survey - Qwest Subscribers - October 2009**

Have you ever watched a program on CTI

Channel 69 - The Minority Channel?	Number	Percent
Yes	3	18.8 %
No	13	81.3 %
Don't Know	0	0.0 %
Total	16	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

How often do you watch CTI Channel 69?	Number	Percent
Daily	0	0.0 %
A Few Times a Week	1	33.3 %
A Few Times a Month	1	33.3 %
Rarely	1	33.3 %
Never	0	0.0 %
Don't Know	0	0.0 %
Total	3	100.0 %

Missing Cases = 13

Response Percent = 18.8 %

Is the picture quality for channel 69 equal to  
the picture quality for programs on the other  
channels of the cable system?

	Number	Percent
Yes	3	100.0 %
No	0	0.0 %
Don't Know	0	0.0 %
Total	3	100.0 %

Missing Cases = 13

Response Percent = 18.8 %

# City of Omaha Cable Television Survey - Qwest Subscribers - October 2009

Have you ever watched a program on the  
community programming public access channel  
3?

	Number	Percent
Yes	5	31.3 %
No	11	68.8 %
Don't Know	0	0.0 %
Total	16	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

How often do you watch channel 3?	Number	Percent
Daily	0	0.0 %
A Few Times a Week	2	40.0 %
A Few Times a Month	0	0.0 %
Rarely	2	40.0 %
Never	1	20.0 %
Don't Know	0	0.0 %
Total	5	100.0 %

Missing Cases = 11

Response Percent = 31.3 %

Is the picture quality for channel 3 equal to the  
picture quality for programs on the other  
channels of the cable system?

	Number	Percent
Yes	1	25.0 %
No	1	25.0 %
Don't Know	2	50.0 %
Total	4	100.0 %

Missing Cases = 12

Response Percent = 25.0 %

# City of Omaha Cable Television Survey - Qwest Subscribers - October 2009

**O.K., using an A,B,C,D,E grading scale -- where "A" means "extremely well" and "E" means "not at all" - please give a grade for how well each of the following statements describe the programs and services on the local government, education and community programming channels.**

	A- Extrem- ely Well	B	C	D	E-Not At All	Don't Know	Total
Provides programming that deals with local issues.	3 37.5%	2 25.0%	1 12.5%	1 12.5%	0 0.0%	1 12.5%	8 100.0%
Provides programming that introduces you to local government officials.	0 0.0%	2 25.0%	2 25.0%	0 0.0%	1 12.5%	3 37.5%	8 100.0%
Provides an outlet for individuals to freely express themselves.	3 37.5%	2 25.0%	1 12.5%	0 0.0%	1 12.5%	1 12.5%	8 100.0%
Provides information about local schools and education issues.	0 0.0%	3 37.5%	2 25.0%	0 0.0%	1 12.5%	2 25.0%	8 100.0%
Provides programming that shows diverse points of view	3 37.5%	2 25.0%	1 12.5%	0 0.0%	0 0.0%	2 25.0%	8 100.0%
Provides a valuable community service.	2 25.0%	3 37.5%	2 25.0%	0 0.0%	0 0.0%	1 12.5%	8 100.0%

Would you be interested in learning to make programs to show on one of these local channels using equipment provided free of charge?

	Number	Percent
Yes	3	18.8 %
No	10	62.5 %
Maybe/Don't Know	3	18.8 %
Total	16	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

# City of Omaha Cable Television Survey - Qwest Subscribers - October 2009

How important is it to have cable channels that feature local community programming about organizations, individuals, events, schools and local government. Would you say that it is very important, somewhat important, not very important or not important at all?

	Number	Percent
Very Important	4	25.0 %
Somewhat Important	8	50.0 %
Not Very Important	1	6.3 %
Not Important at All	1	6.3 %
Don't Know/No Opinion	2	12.5 %
Total	16	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

How much of your current monthly cable bill do you think should be used to create local community programming about organizations, individuals, events, schools and local government. Four dollars, three dollars, two dollars, one dollar, nothing, or some other amount?

	Number	Percent
\$1 dollar	5	31.3 %
\$2 dollars	2	12.5 %
\$3 dollars	1	6.3 %
\$4 dollars	2	12.5 %
Nothing	3	18.8 %
Other	1	6.3 %
Don't Know/No Opinion	2	12.5 %
Total	16	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

If other, Specify	Number	Percent
Five percent	1	100.0 %
Total	1	100.0 %

Missing Cases = 15

Response Percent = 6.3 %

**City of Omaha Cable Television Survey - Qwest Subscribers - October 2009**

<u>ESPN</u>	<u>Number</u>	<u>Percent</u>
\$1 dollar	4	25.0 %
\$2 dollars	3	18.8 %
\$3 dollars	2	12.5 %
\$4 dollars	1	6.3 %
Nothing	6	37.5 %
<u>Don't Know/No Opinion</u>	<u>0</u>	<u>0.0 %</u>
Total	16	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

<u>Fox News Channel</u>	<u>Number</u>	<u>Percent</u>
\$1 dollar	6	37.5 %
\$2 dollars	4	25.0 %
\$3 dollars	0	0.0 %
\$4 dollars	1	6.3 %
Nothing	5	31.3 %
<u>Don't Know/No Opinion</u>	<u>0</u>	<u>0.0 %</u>
Total	16	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

<u>MTV</u>	<u>Number</u>	<u>Percent</u>
\$1 dollar	0	0.0 %
\$2 dollars	2	12.5 %
\$3 dollars	0	0.0 %
\$4 dollars	0	0.0 %
Nothing	10	62.5 %
Other	1	6.3 %
<u>Don't Know/No Opinion</u>	<u>3</u>	<u>18.8 %</u>
Total	16	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

<u>IF OTHER:</u>	<u>Number</u>	<u>Percent</u>
<u>50 cents</u>	<u>1</u>	<u>100.0 %</u>
Total	1	100.0 %

Missing Cases = 15

Response Percent = 6.3 %

# City of Omaha Cable Television Survey - Qwest Subscribers - October 2009

Do you have access to a computer that you use  
to access the Internet?

	Number	Percent
Yes	11	68.8 %
No	5	31.3 %
Total	16	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

## Would you be interested in using the Internet to:

	Interested	Not Interested	Maybe/Don't Know	Total
View local community programming as a streaming video Webcast on the Internet.	2 18.2%	4 36.4%	5 45.5%	11 100.0%
View past programs and community meetings which were previously shown on one of the local access channels.	2 18.2%	4 36.4%	5 45.5%	11 100.0%
Register for training or classes to learn to produce your own programs.	1 9.1%	7 63.6%	3 27.3%	11 100.0%
Download local community programs to an IPOD or similar portable device.	1 9.1%	5 45.5%	5 45.5%	11 100.0%

# City of Omaha Cable Television Survey - Qwest Subscribers - October 2009

Are you registered to vote in the City of

Omaha?	Number	Percent
Yes	11	68.8 %
No/Don't Know	5	31.3 %
Total	16	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

Would you say that you always vote in every election, usually vote in most elections, occasionally vote in some elections or rarely vote in just a few elections?

	Number	Percent
Always	7	63.6 %
Usually	3	27.3 %
Occasionally	1	9.1 %
Rarely	0	0.0 %
Total	11	100.0 %

Missing Cases = 5

Response Percent = 68.8 %

Age	Number	Percent
Under 30	2	12.5 %
30 - 44	4	25.0 %
45 - 54	3	18.8 %
55 - 64	2	12.5 %
65 or older	3	18.8 %
REFUSED	2	12.5 %
Total	16	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

**City of Omaha Cable Television Survey - Qwest Subscribers - October 2009**

<u>Ethnicity</u>	<u>Number</u>	<u>Percent</u>
Anglo	8	50.0 %
Hispanic	1	6.3 %
African American	2	12.5 %
Native American	0	0.0 %
Asian	1	6.3 %
Other-Mixed	2	12.5 %
REFUSED	2	12.5 %
Total	16	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

<u>Income</u>	<u>Number</u>	<u>Percent</u>
Under \$25,000	2	12.5 %
\$25,000 to \$39,999	4	25.0 %
\$40,000 to \$59,999	1	6.3 %
\$60,000 to \$99,999	3	18.8 %
\$100,000 or more	2	12.5 %
REFUSED	4	25.0 %
Total	16	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

<u>Gender</u>	<u>Number</u>	<u>Percent</u>
Male	7	43.8 %
Female	9	56.3 %
Total	16	100.0 %

Missing Cases = 0

Response Percent = 100.0 %





City of Omaha Cable Television Survey - Cox Subscribers - October 2009

Age & Ethnicity Crosstabs

N=400	Total	Age			Ethnicity			
		Under 45	45 - 64	65 or older	Anglo	Hispanic	African American	Other
<u>The quality of the picture and sound you receive</u>								
1-"Worst" or 2	17 4.3%	8 5.5%	6 3.9%	3 3.1%	11 3.8%	1 2.3%	2 4.9%	5 33.3%
3	57 14.4%	24 16.4%	24 15.5%	9 9.4%	25 8.6%	16 36.4%	15 36.6%	1 6.7%
4 or 5-"Best"	321 80.9%	114 78.1%	125 80.6%	82 85.4%	253 86.9%	27 61.4%	24 58.5%	9 60.0%
Don't Know	2 0.5%	0 0.0%	0 0.0%	2 2.1%	2 0.7%	0 0.0%	0 0.0%	0 0.0%

Providing cable service with few or no interruptions to the signal

1-"Worst" or 2	33 8.3%	20 13.7%	11 7.1%	2 2.1%	17 5.8%	1 2.3%	8 19.5%	6 40.0%
3	61 15.4%	25 17.1%	23 14.8%	13 13.5%	52 17.9%	1 2.3%	7 17.1%	0 0.0%
4 or 5-"Best"	293 73.8%	98 67.1%	121 78.1%	74 77.1%	219 75.3%	36 81.8%	26 63.4%	8 53.3%
Don't Know	10 2.5%	3 2.1%	0 0.0%	7 7.3%	3 1.0%	6 13.6%	0 0.0%	1 6.7%

City of Omaha Cable Television Survey - Cox Subscribers - October 2009

Age & Ethnicity Crosstabs

N=400	Total	Age			Ethnicity			
		Under 45	45 - 64	65 or older	Anglo	Hispanic	African American	Other
<u>Quickly restoring cable service when it goes out</u>								
1-"Worst" or 2	26 6.5%	23 15.8%	2 1.3%	1 1.0%	12 4.1%	1 2.3%	8 19.5%	5 33.3%
3	51 12.8%	11 7.5%	30 19.4%	10 10.4%	22 7.6%	17 38.6%	3 7.3%	4 26.7%
4 or 5- "Best"	280 70.5%	103 70.5%	106 68.4%	71 74.0%	217 74.6%	26 59.1%	30 73.2%	6 40.0%
Don't Know	40 10.1%	9 6.2%	17 11.0%	14 14.6%	40 13.7%	0 0.0%	0 0.0%	0 0.0%

The ease of installing or changing cable TV services

1-"Worst" or 2	58 14.6%	19 13.0%	33 21.3%	6 6.3%	24 8.2%	17 38.6%	12 29.3%	1 6.7%
3	43 10.8%	17 11.6%	15 9.7%	11 11.5%	40 13.7%	0 0.0%	3 7.3%	0 0.0%
4 or 5-"Best"	190 47.9%	77 52.7%	67 43.2%	46 47.9%	133 45.7%	27 61.4%	16 39.0%	10 66.7%
Don't Know	106 26.7%	33 22.6%	40 25.8%	33 34.4%	94 32.3%	0 0.0%	10 24.4%	4 26.7%

# City of Omaha Cable Television Survey - Cox Subscribers - October 2009

## Age & Ethnicity Crosstabs

N=400	Total	Age			Ethnicity			
		Under 45	45 - 64	65 or older	Anglo	Hispanic	African American	Other
<u>The quality of repair service</u>								
1-"Worst" or 2	24 6.0%	12 8.2%	10 6.5%	2 2.1%	16 5.5%	0 0.0%	8 19.5%	0 0.0%
3	36 9.1%	10 6.8%	21 13.5%	5 5.2%	17 5.8%	17 38.6%	1 2.4%	0 0.0%
4 or 5-"Best"	236 59.4%	90 61.6%	94 60.6%	52 54.2%	177 60.8%	21 47.7%	26 63.4%	7 46.7%
Don't Know	101 25.4%	34 23.3%	30 19.4%	37 38.5%	81 27.8%	6 13.6%	6 14.6%	8 53.3%
<u>Providing bills that are accurate and easy to understand</u>								
1-"Worst" or 2	38 9.6%	8 5.5%	25 16.1%	5 5.2%	12 4.1%	17 38.6%	9 22.0%	0 0.0%
3	58 14.6%	25 17.1%	18 11.6%	15 15.6%	38 13.1%	6 13.6%	12 29.3%	2 13.3%
4 or 5-"Best"	290 73.0%	113 77.4%	102 65.8%	75 78.1%	228 78.4%	21 47.7%	20 48.8%	12 80.0%
Don't Know	11 2.8%	0 0.0%	10 6.5%	1 1.0%	13 4.5%	0 0.0%	0 0.0%	1 6.7%

# City of Omaha Cable Television Survey - Cox Subscribers - October 2009

## Age & Ethnicity Crosstabs

N=400	Age				Ethnicity				
	Under 45			45 - 64	65 or older	Anglo	Hispanic	African American	Other
	Total								
<u>The helpfulness of telephone customer representatives</u>									
1-"Worst" or 2	51	21	25	5	27	16	9	2	
	12.8%	14.4%	16.1%	5.2%	9.3%	36.4%	22.0%	13.3%	
3	30	15	9	6	26	1	2	1	
	7.6%	10.3%	5.8%	6.3%	8.9%	2.3%	4.9%	6.7%	
4 or 5-"Best"	262	89	109	64	194	21	30	11	
	66.0%	61.0%	70.3%	66.7%	66.7%	47.7%	73.2%	73.3%	
Don't Know	54	21	12	21	44	6	0	1	
	13.6%	14.4%	7.7%	21.9%	15.1%	13.6%	0.0%	6.7%	

## The overall value of your cable TV service

1-"Worst" or 2	50 12.6%	14 9.6%	31 20.0%	5 5.2%	22 7.6%	17 38.6%	6 14.6% 4 26.7%
3	90 22.7%	39 26.7%	38 24.5%	13 13.5%	83 28.5%	0 0.0%	4 9.8% 0 0.0%
4 or 5-"Best"	246 62.0%	89 61.0%	80 51.6%	77 80.2%	181 62.2%	27 61.4%	29 70.7% 7 46.7%
Don't Know	11 2.8%	4 2.7%	6 3.9%	1 1.0%	5 1.7%	0 0.0%	2 4.9% 4 26.7%

# City of Omaha Cable Television Survey - Cox Subscribers - October 2009

## Age & Ethnicity Crosstabs

N=400	Total	Age			Ethnicity			
		Under 45	45 - 64	65 or older	Anglo	Hispanic	African American	Other
<u>Channels 1-49</u>								
Usually	230 57.9%	72 49.3%	100 64.5%	58 60.4%	162 55.7%	32 72.7%	19 46.3%	9 60.0%
Sometimes	129 32.5%	51 34.9%	47 30.3%	31 32.3%	94 32.3%	12 27.3%	20 48.8%	6 40.0%
Rarely	38 9.6%	23 15.8%	8 5.2%	7 7.3%	35 12.0%	0 0.0%	2 4.9%	0 0.0%
<u>Channels 50-99</u>								
Usually	111 28.0%	34 23.3%	54 34.8%	23 24.0%	66 22.7%	15 34.1%	16 39.0%	6 40.0%
Sometimes	148 37.3%	51 34.9%	68 43.9%	29 30.2%	114 39.2%	23 52.3%	6 14.6%	5 33.3%
Rarely	138 34.8%	61 41.8%	33 21.3%	44 45.8%	111 38.1%	6 13.6%	19 46.3%	4 26.7%
<u>Channels 100 +</u>								
Usually	91 22.9%	52 35.6%	29 18.7%	10 10.4%	73 25.1%	1 2.3%	14 34.1%	3 20.0%
Sometimes	39 9.8%	13 8.9%	19 12.3%	7 7.3%	28 9.6%	2 4.5%	4 9.8%	0 0.0%
Rarely	267 67.3%	81 55.5%	107 69.0%	79 82.3%	190 65.3%	41 93.2%	23 56.1%	12 80.0%

# City of Omaha Cable Television Survey - Cox Subscribers - October 2009

## Age & Ethnicity Crosstabs

N=400	Total		Age			Ethnicity			
			Under 45	45 - 64	65 or older	Anglo	Hispanic	African American	Other
	<u>Have you ever watched a program on one of the Knowledge Network cable channels - Channel 17 or Channel 18?</u>								
Yes	113 28.5%	32 21.9%	53 34.2%	28 29.2%	83 28.5%	21 47.7%	2 4.9%	4 26.7%	
No	258 65.0%	105 71.9%	99 63.9%	54 56.3%	194 66.7%	17 38.6%	36 87.8%	11 73.3%	
Don't Know	26 6.5%	9 6.2%	3 1.9%	14 14.6%	14 4.8%	6 13.6%	3 7.3%	0 0.0%	
<u>Have you ever watched a program on CTI Channel 22 - The Minority Channel?</u>									
Yes	51 12.8%	19 13.0%	24 15.5%	8 8.3%	18 6.2%	17 38.6%	11 26.8%	3 20.0%	
No	332 83.6%	121 82.9%	127 81.9%	84 87.5%	264 90.7%	27 61.4%	28 68.3%	12 80.0%	
Don't Know	14 3.5%	6 4.1%	4 2.6%	4 4.2%	9 3.1%	0 0.0%	2 4.9%	0 0.0%	

## Aggregate Public Access Viewership

Have watched (either 109 or 23)	87 21.9%	45 30.8%	21 13.5%	21 21.9%	58 19.9%	6 13.6%	19 46.3%	3 20.0%
Have not watched/DK	310 78.1%	101 69.2%	134 86.5%	75 78.1%	233 80.1%	38 86.4%	22 53.7%	12 80.0%

# City of Omaha Cable Television Survey - Cox Subscribers - October 2009

## Age & Ethnicity Crosstabs

N=400	Total		Age			Ethnicity			
			Under 45	45 - 64	65 or older	Anglo	Hispanic	African American	Other
<u>Provides programming that deals with local issues.</u>									
A-"Extremely Well" or B	73 43.2%	17 32.1%	32 47.8%	24 49.0%	46 42.2%	21 72.4%	5 23.8%	0 0.0%	
C	38 22.5%	13 24.5%	19 28.4%	6 12.2%	26 23.9%	2 6.9%	8 38.1%	2 40.0%	
D or E-"Not At All"	21 12.4%	11 20.8%	4 6.0%	6 12.2%	21 19.3%	0 0.0%	0 0.0%	0 0.0%	
Don't Know	37 21.9%	12 22.6%	12 17.9%	13 26.5%	16 14.7%	6 20.7%	8 38.1%	3 60.0%	

## Provides programming that introduces you to local government officials.

A-"Extremely Well" or B	91 53.8%	30 56.6%	31 46.3%	30 61.2%	54 49.5%	25 86.2%	10 47.6%	1 20.0%
C	26 15.4%	12 22.6%	7 10.4%	7 14.3%	11 10.1%	2 6.9%	11 52.4%	2 40.0%
D or E-"Not At All"	20 11.8%	11 20.8%	4 6.0%	5 10.2%	20 18.3%	0 0.0%	0 0.0%	0 0.0%
Don't Know	32 18.9%	0 0.0%	25 37.3%	7 14.3%	24 22.0%	2 6.9%	0 0.0%	2 40.0%



# City of Omaha Cable Television Survey - Cox Subscribers - October 2009

## Age & Ethnicity Crosstabs

N=400	Total		Age			Ethnicity			
			Under 45	45 - 64	65 or older	Anglo	Hispanic	African American	Other
	<u>Provides an outlet for individuals to freely express themselves.</u>								
A-"Extremely Well" or B	98 58.0%	41 77.4%	33 49.3%	24 49.0%	51 46.8%	26 89.7%	17 81.0%	3 60.0%	
C	17 10.1%	3 5.7%	3 4.5%	11 22.4%	13 11.9%	1 3.4%	3 14.3%	0 0.0%	
D or E-"Not At All"	17 10.1%	0 0.0%	11 16.4%	6 12.2%	16 14.7%	0 0.0%	0 0.0%	1 20.0%	
Don't Know	37 21.9%	9 17.0%	20 29.9%	8 16.3%	29 26.6%	2 6.9%	1 4.8%	1 20.0%	

## Provides information about local schools and education issues.

A-"Extremely Well" or B	71 42.0%	23 43.4%	23 34.3%	25 51.0%	37 33.9%	25 86.2%	8 38.1%	1 20.0%
C	32 18.9%	7 13.2%	17 25.4%	8 16.3%	22 20.2%	2 6.9%	5 23.8%	2 40.0%
D or E-"Not At All"	23 13.6%	12 22.6%	4 6.0%	7 14.3%	15 13.8%	0 0.0%	8 38.1%	0 0.0%
Don't Know	43 25.4%	11 20.8%	23 34.3%	9 18.4%	35 32.1%	2 6.9%	0 0.0%	2 40.0%

City of Omaha Cable Television Survey - Cox Subscribers - October 2009

Age & Ethnicity Crosstabs

N=400	Total		Age			Ethnicity			
			Under 45	45 - 64	65 or older	Anglo	Hispanic	African American	Other
<u>Provides programming that shows diverse points of view</u>									
A-"Extremely Well" or B	99 58.6%	32 60.4%	41 61.2%	26 53.1%	60 55.0%	24 82.8%	13 61.9%	2 40.0%	
C	28 16.6%	10 18.9%	9 13.4%	9 18.4%	17 15.6%	2 6.9%	7 33.3%	1 20.0%	
D or E-"Not At All"	14 8.3%	2 3.8%	6 9.0%	6 12.2%	11 10.1%	1 3.4%	1 4.8%	0 0.0%	
Don't Know	28 16.6%	9 17.0%	11 16.4%	8 16.3%	21 19.3%	2 6.9%	0 0.0%	2 40.0%	

Provides a valuable community service.

A-"Extremely Well" or B	110 65.1%	37 69.8%	42 62.7%	31 63.3%	63 57.8%	26 89.7%	19 90.5%	2 40.0%	
C	22 13.0%	4 7.5%	12 17.9%	6 12.2%	18 16.5%	2 6.9%	0 0.0%	1 20.0%	
D or E-"Not At All"	11 6.5%	4 7.5%	0 0.0%	7 14.3%	9 8.3%	0 0.0%	2 9.5%	0 0.0%	
Don't Know	26 15.4%	8 15.1%	13 19.4%	5 10.2%	19 17.4%	1 3.4%	0 0.0%	2 40.0%	

# City of Omaha Cable Television Survey - Cox Subscribers - October 2009

## Age & Ethnicity Crosstabs

N=400	Total		Age			Ethnicity				
				Under 45	45 - 64	65 or older	Anglo	Hispanic	African American	Other
	<u>How important is it to have cable channels that feature local community programming about organizations, individuals, events, schools and local government. Would you say that it is very important, somewhat important, not very important or not important at all?</u>									
Very Important	138 35.0%	59 40.4%	43 28.3%	36 37.5%	98 34.0%	12 27.3%	25 61.0%	2 13.3%		
Somewhat Important	172 43.7%	64 43.8%	76 50.0%	32 33.3%	116 40.3%	32 72.7%	12 29.3%	5 33.3%		
Not Very Important	48 12.2%	23 15.8%	8 5.3%	17 17.7%	39 13.5%	0 0.0%	4 9.8%	5 33.3%		
Not Important at All	36 9.1%	0 0.0%	25 16.4%	11 11.5%	35 12.2%	0 0.0%	0 0.0%	3 20.0%		

## Do you have access to a computer that you use to access the Internet?

Yes	264 66.5%	118 80.8%	118 76.1%	28 29.2%	202 69.4%	17 38.6%	26 63.4%	13 86.7%
No	133 33.5%	28 19.2%	37 23.9%	68 70.8%	89 30.6%	27 61.4%	15 36.6%	2 13.3%

# City of Omaha Cable Television Survey - Cox Subscribers - October 2009

## Age & Ethnicity Crosstabs

N=400	Total		Age			Ethnicity			
			Under 45	45 - 64	65 or older	Anglo	Hispanic	African American	Other

### View local community programming as a streaming video Webcast on the Internet.

Interested	53 21.6%	34 31.8%	15 13.5%	4 14.8%	36 19.4%	2 11.8%	15 57.7%	0 0.0%
Not Interested	192 78.4%	73 68.2%	96 86.5%	23 85.2%	150 80.6%	15 88.2%	11 42.3%	10 100.0%

### View past programs and community meetings which were previously shown on one of the local access channels.

Interested	69 27.8%	44 40.4%	23 20.5%	2 7.4%	49 26.3%	2 11.8%	15 57.7%	3 23.1%
Not Interested	179 72.2%	65 59.6%	89 79.5%	25 92.6%	137 73.7%	15 88.2%	11 42.3%	10 76.9%

### Register for training or classes to learn to produce your own programs.

Interested	46 17.4%	37 31.4%	9 7.6%	0 0.0%	29 14.4%	1 5.9%	16 61.5%	0 0.0%
Not Interested	218 82.6%	81 68.6%	109 92.4%	28 100.0%	173 85.6%	16 94.1%	10 38.5%	13 100.0%

### Download local community programs to an IPOD or similar portable device.

Interested	33 12.7%	26 23.0%	7 5.9%	0 0.0%	27 13.7%	0 0.0%	6 23.1%	0 0.0%
Not Interested	226 87.3%	87 77.0%	111 94.1%	28 100.0%	170 86.3%	17 100.0%	20 76.9%	13 100.0%

# City of Omaha Cable Television Survey - Cox Subscribers - October 2009

## Voter Registration, Income & Gender Crosstabs

N=400

N=400	Total		Are you registered to vote in the City of Omaha?		Income		Gender	
			Yes	No/Don't Know	Under \$40, 000	\$40,000 to \$60,000	Male	Female
<u>The quality of the picture and sound you receive</u>								
1-"Worst" or 2	19 4.8%	15 4.3%	4 7.7%	5 4.1%	6 6.4%	8 6.2%	8 4.2%	12 5.7%
3	57 14.3%	56 16.1%	1 1.9%	18 14.6%	21 22.3%	12 9.3%	25 13.2%	32 15.2%
4 or 5-"Best"	321 80.5%	274 79.0%	47 90.4%	99 80.5%	67 71.3%	108 83.7%	155 82.0%	166 78.7%
Don't Know	2 0.5%	2 0.6%	0 0.0%	1 0.8%	0 0.0%	1 0.8%	1 0.5%	1 0.5%

## Providing cable service with few or no interruptions to the signal

1-"Worst" or 2	35 8.8%	29 8.4%	6 11.5%	16 13.0%	5 5.3%	22 11.6%	14 6.6%
3	61 15.3%	59 17.0%	2 3.8%	20 16.3%	6 6.4%	26 13.8%	35 16.6%
4 or 5-"Best"	293 73.4%	249 71.8%	44 84.6%	86 69.9%	80 85.1%	141 74.6%	152 72.0%
Don't Know	10 2.5%	10 2.9%	0 0.0%	1 0.8%	3 3.2%	0 0.0%	10 4.7%

# City of Omaha Cable Television Survey - Cox Subscribers - October 2009

## Voter Registration, Income & Gender Crosstabs

N=400

N=400	Are you registered to vote in the City of Omaha?		Income		Gender	
	Total	Yes	No/Don't Know	Under \$40, 000	\$40,000 to \$60,000	\$60,000 or more
<u>Quickly restoring cable service when it goes out</u>						
1-"Worst" or 2	26 6.5%	13 3.7%	13 25.0%	8 6.5%	13 13.8%	4 3.1%
3	50 12.5%	42 12.1%	8 15.4%	12 9.8%	17 18.1%	17 13.2%
4 or 5-"Best"	283 70.9%	255 73.5%	28 53.8%	89 72.4%	47 50.0%	104 80.6%
Don't Know	40 10.0%	37 10.7%	3 5.8%	14 11.4%	17 18.1%	4 3.1%
						</

## The ease of installing or changing cable TV services

1-"Worst" or 2	57 14.3%	46 13.3%	11 21.2%	14 11.4%	25 26.6%	24 12.7%	34 16.1%
3	43 10.8%	38 11.0%	5 9.6%	12 9.8%	6 6.4%	17 9.0%	26 12.3%
4 or 5-"Best"	190 47.6%	162 46.7%	28 53.8%	60 48.8%	38 40.4%	74 39.2%	116 55.0%
Don't Know	109 27.3%	101 29.1%	8 15.4%	37 30.1%	25 26.6%	74 39.2%	35 16.6%

# City of Omaha Cable Television Survey - Cox Subscribers - October 2009

## Voter Registration, Income & Gender Crosstabs

N=400

N=400	Total	Are you registered to vote in the City of Omaha?			Income		Gender	
		Yes	No/Don't Know	Under \$40, 000	\$40,000 to \$60,000	\$60,000 or more	Male	Female
<u>The quality of repair service</u>								
1-"Worst" or 2	24 6.0%	13 3.7%	11 21.2%	9 7.3%	8 8.5%	6 4.7%	12 6.3%	12 5.7%
3	36 9.0%	31 8.9%	5 9.6%	5 4.1%	21 22.3%	9 7.0%	16 8.5%	20 9.5%
4 or 5-"Best"	238 59.6%	206 59.4%	32 61.5%	80 65.0%	24 25.5%	88 68.2%	102 54.0%	137 64.9%
Don't Know	101 25.3%	97 28.0%	4 7.7%	29 23.6%	41 43.6%	26 20.2%	59 31.2%	42 19.9%

## Providing bills that are accurate and easy to understand

1-"Worst" or 2	38 9.5%	26 7.5%	12 23.1%	6 4.9%	31 33.0%	1 0.8%	12 6.3%	26 12.3%
3	58 14.5%	58 16.7%	0 0.0%	22 17.9%	3 3.2%	24 18.6%	34 18.0%	24 11.4%
4 or 5-"Best"	289 72.4%	250 72.0%	39 75.0%	89 72.4%	57 60.6%	99 76.7%	135 71.4%	155 73.5%
Don't Know	14 3.5%	13 3.7%	1 1.9%	6 4.9%	3 3.2%	5 3.9%	8 4.2%	6 2.8%

# City of Omaha Cable Television Survey - Cox Subscribers - October 2009

## Voter Registration, Income & Gender Crosstabs

N=400

N=400	Are you registered to vote in the City of Omaha?		Income		Gender			
	Total	Yes	No/Don't Know	Under \$40, 000	\$40,000 to \$60,000	\$60,000 or more	Male	Female
<u>The helpfulness of telephone customer representatives</u>								
1-"Worst" or 2	54 13.5%	46 13.3%	8 15.4%	11 8.9%	27 28.7%	15 11.6%	26 13.8%	28 13.3%
3	30 7.5%	26 7.5%	4 7.7%	12 9.8%	5 5.3%	12 9.3%	14 7.4%	16 7.6%
4 or 5-"Best"	261 65.4%	224 64.6%	37 71.2%	89 72.4%	43 45.7%	93 72.1%	112 59.3%	150 71.1%
Don't Know	54 13.5%	51 14.7%	3 5.8%	11 8.9%	19 20.2%	9 7.0%	37 19.6%	17 8.1%

## The overall value of your cable TV service

1-"Worst" or 2	49 12.3%	42 12.1%	7 13.5%	13 10.6%	24 25.5%	11 5.8%	39 18.5%
3	90 22.6%	85 24.5%	5 9.6%	15 12.2%	20 21.3%	52 27.5%	38 18.0%
4 or 5-"Best"	249 62.4%	209 60.2%	40 76.9%	93 75.6%	50 53.2%	120 63.5%	129 61.1%
Don't Know	11 2.8%	11 3.2%	0 0.0%	2 1.6%	0 0.0%	6 3.2%	5 2.4%



# City of Omaha Cable Television Survey - Cox Subscribers - October 2009

## Voter Registration, Income & Gender Crosstabs

N=400

	Total	Are you registered to vote in the City of Omaha?		Income		Gender	
		Yes	No/Don't Know	Under \$40, 000	\$40,000 to \$60,000	Male	Female

### Channels 1-49

Usually	229 57.4%	203 58.5%	26 50.0%	69 56.1%	56 59.6%	102 54.0%	128 60.7%
Sometimes	132 33.1%	115 33.1%	17 32.7%	45 36.6%	31 33.0%	62 32.8%	70 33.2%
Rarely	38 9.5%	29 8.4%	9 17.3%	9 7.3%	7 7.4%	25 13.2%	13 6.2%

### Channels 50-99

Usually	110 27.6%	82 23.6%	28 53.8%	57 46.3%	23 24.5%	49 25.9%	62 29.4%
Sometimes	148 37.1%	141 40.6%	7 13.5%	19 15.4%	47 50.0%	72 38.1%	76 36.0%
Rarely	141 35.3%	124 35.7%	17 32.7%	47 38.2%	24 25.5%	68 36.0%	73 34.6%

### Channels 100 +

Usually	91 22.8%	84 24.2%	7 13.5%	34 27.6%	7 7.4%	42 22.2%	49 23.2%
Sometimes	41 10.3%	33 9.5%	8 15.4%	10 8.1%	6 6.4%	20 10.6%	22 10.4%
Rarely	267 66.9%	230 66.3%	37 71.2%	79 64.2%	81 86.2%	127 67.2%	140 66.4%

Group W Communications, LLC

# City of Omaha Cable Television Survey - Cox Subscribers - October 2009

## Voter Registration, Income & Gender Crosstabs

N=400

N=400	Total		Are you registered to vote in the City of Omaha?		Income		Gender	
			Yes	No/Don't Know	Under \$40, 000	\$40,000 to \$60,000	Male	Female
						more		
<u>Have you ever watched a program on one of the Knowledge Network cable channels - Channel 17 or Channel 18?</u>								
Yes	113 28.3%	107 30.8%	6 11.5%	20 16.3%	40 42.6%	40 31.0%	40 21.2%	73 34.6%
No	260 65.2%	214 61.7%	46 88.5%	97 78.9%	51 54.3%	88 68.2%	133 70.4%	128 60.7%
Don't Know	26 6.5%	26 7.5%	0 0.0%	6 4.9%	3 3.2%	1 0.8%	16 8.5%	10 4.7%

## Have you ever watched a program on CTI Channel 22 - The Minority Channel?

Yes	50 12.5%	50 14.4%	0 0.0%	19 15.4%	20 21.3%	13 6.9%	38 18.0%
No	335 84.0%	284 81.8%	51 98.1%	97 78.9%	74 78.7%	168 88.9%	167 79.1%
Don't Know	14 3.5%	13 3.7%	1 1.9%	7 5.7%	0 0.0%	8 4.2%	6 2.8%

## Aggregate Public Access Viewership

Have watched (either 109 or 23)	86 21.6%	78 22.5%	8 15.4%	30 24.4%	9 9.6%	49 25.9%	38 18.0%
Have not watched/DK	313 78.4%	269 77.5%	44 84.6%	93 75.6%	85 90.4%	140 74.1%	173 82.0%

# City of Omaha Cable Television Survey - Cox Subscribers - October 2009

## Voter Registration, Income & Gender Crosstabs

N=400

N=400	Are you registered to vote in the City of Omaha?		Income			Gender		
	Total	Yes	No/Don't Know	Under \$40, 000	\$40,000 to \$60,000	\$60,000 or more	Male	Female
<u>Provides programming that deals with local issues.</u>								
A-"Extremely Well" or B	72 42.9%	69 43.1%	3 37.5%	10 24.4%	26 60.5%	13 27.1%	30 40.0%	43 45.7%
C	38 22.6%	34 21.3%	4 50.0%	11 26.8%	9 20.9%	17 35.4%	16 21.3%	22 23.4%
D or E-"Not At All"	21 12.5%	20 12.5%	1 12.5%	6 14.6%	2 4.7%	11 22.9%	12 16.0%	9 9.6%
Don't Know	37 22.0%	37 23.1%	0 0.0%	14 34.1%	6 14.0%	7 14.6%	17 22.7%	20 21.3%

## Provides programming that introduces you to local government officials.

A-"Extremely Well" or B	90 53.6%	84 52.5%	6 75.0%	19 46.3%	32 74.4%	18 37.5%	35 46.7%	56 59.6%
C	26 15.5%	26 16.3%	0 0.0%	14 34.1%	2 4.7%	6 12.5%	16 21.3%	10 10.6%
D or E-"Not At All"	20 11.9%	19 11.9%	1 12.5%	3 7.3%	1 2.3%	12 25.0%	16 21.3%	4 4.3%
Don't Know	32 19.0%	31 19.4%	1 12.5%	5 12.2%	8 18.6%	12 25.0%	8 10.7%	24 25.5%

# City of Omaha Cable Television Survey - Cox Subscribers - October 2009

## Voter Registration, Income & Gender Crosstabs

N=400

N=400	Are you registered to vote in the City of Omaha?		Income			Gender		
	Total	Yes	No/Don't Know	Under \$40, 000	\$40,000 to \$60,000	\$60,000 or more	Male	Female
<u>Provides an outlet for individuals to freely express themselves.</u>								
A-"Extremely Well" or B	97 57.7%	90 56.3%	7 87.5%	27 65.9%	32 74.4%	20 41.7%	46 61.3%	52 55.3%
C	17 10.1%	17 10.6%	0 0.0%	4 9.8%	3 7.0%	5 10.4%	9 12.0%	8 8.5%
D or E-"Not At All"	17 10.1%	17 10.6%	0 0.0%	5 12.2%	1 2.3%	11 22.9%	5 6.7%	12 12.8%
Don't Know	37 22.0%	36 22.5%	1 12.5%	5 12.2%	7 16.3%	12 25.0%	15 20.0%	22 23.4%

## Provides information about local schools and education issues.

A-"Extremely Well" or B	71 42.3%	65 40.6%	6 75.0%	10 24.4%	28 65.1%	12 25.0%	23 30.7%	48 51.1%
C	31 18.5%	31 19.4%	0 0.0%	8 19.5%	6 14.0%	13 27.1%	19 25.3%	13 13.8%
D or E-"Not At All"	23 13.7%	23 14.4%	0 0.0%	15 36.6%	1 2.3%	6 12.5%	14 18.7%	9 9.6%
Don't Know	43 25.6%	41 25.6%	2 25.0%	8 19.5%	8 18.6%	17 35.4%	19 25.3%	24 25.5%

City of Omaha Cable Television Survey - Cox Subscribers - October 2009

Voter Registration, Income & Gender Crosstabs

N=400

N=400	Total		Are you registered to vote in the City of Omaha?		Income		Gender	
			Yes	No/Don't Know	Under \$40, 000	\$40,000 to \$60,000 or more	Male	Female
<u>Provides programming that shows diverse points of view</u>								
A-"Extremely Well" or B	99 58.9%	92 57.5%	7 87.5%	20 48.8%	28 65.1%	32 66.7%	35 46.7%	64 68.1%
C	27 16.1%	27 16.9%	0 0.0%	13 31.7%	4 9.3%	6 12.5%	19 25.3%	9 9.6%
D or E-"Not At All"	14 8.3%	14 8.8%	0 0.0%	3 7.3%	3 7.0%	5 10.4%	7 9.3%	7 7.4%
Don't Know	28 16.7%	27 16.9%	1 12.5%	5 12.2%	8 18.6%	5 10.4%	14 18.7%	14 14.9%
<u>Provides a valuable community service</u>								
A-"Extremely Well" or B	110 65.5%	106 66.3%	4 50.0%	28 68.3%	29 67.4%	32 66.7%	50 66.7%	60 63.8%
C	21 12.5%	21 13.1%	0 0.0%	6 14.6%	4 9.3%	8 16.7%	6 8.0%	16 17.0%
D or E-"Not At All"	11 6.5%	8 5.0%	3 37.5%	3 7.3%	4 9.3%	3 6.3%	6 8.0%	5 5.3%
Don't Know	26 15.5%	25 15.6%	1 12.5%	4 9.8%	6 14.0%	5 10.4%	13 17.3%	13 13.8%

# City of Omaha Cable Television Survey - Cox Subscribers - October 2009

## Voter Registration, Income & Gender Crosstabs

N=400

	Total	Are you registered to vote in the City of Omaha?		Income			Gender	
		Yes	No/Don't Know	Under \$40, 000	\$40,000 to \$60,000	\$60,000 or more	Male	Female
Very Important	137 34.6%	117 34.0%	20 38.5%	36 30.0%	38 40.4%	43 33.3%	64 33.9%	74 35.6%
Somewhat Important	172 43.4%	148 43.0%	24 46.2%	54 45.0%	40 42.6%	52 40.3%	71 37.6%	101 48.6%
Not Very Important	48 12.1%	41 11.9%	7 13.5%	21 17.5%	5 5.3%	16 12.4%	33 17.5%	15 7.2%
Not Important at All	39 9.8%	38 11.0%	1 1.9%	9 7.5%	11 11.7%	18 14.0%	21 11.1%	18 8.7%

## Do you have access to a computer that you use to access the Internet?

Yes	264 66.2%	247 71.2%	17 32.7%	59 48.0%	61 64.9%	117 90.7%	139 73.5%	125 59.2%
No	135 33.8%	100 28.8%	35 67.3%	64 52.0%	33 35.1%	12 9.3%	50 26.5%	86 40.8%

# City of Omaha Cable Television Survey - Cox Subscribers - October 2009

## Voter Registration, Income & Gender Crosstabs

N=400

	Total	Are you registered to vote in the City of Omaha?		Income		Gender	
		Yes	No/Don't Know	Under \$40, 000	\$40,000 to \$60,000 or more	Male	Female

### View local community programming as a streaming video Webcast on the Internet.

Interested	53 21.6%	51 22.4%	2 11.8%	18 31.6%	5 8.9%	34 26.0%	19 16.7%
Not Interested	192 78.4%	177 77.6%	15 88.2%	39 68.4%	51 91.1%	97 74.0%	95 83.3%

### View past programs and community meetings which were previously shown on one of the local access channels.

Interested	69 27.8%	68 29.2%	1 6.7%	23 40.4%	11 18.0%	36 27.5%	33 28.2%
Not Interested	179 72.2%	165 70.8%	14 93.3%	34 59.6%	50 82.0%	95 72.5%	84 71.8%

### Register for training or classes to learn to produce your own programs.

Interested	46 17.4%	45 18.2%	1 5.9%	20 33.9%	5 8.2%	29 20.9%	17 13.6%
Not Interested	218 82.6%	202 81.8%	16 94.1%	39 66.1%	56 91.8%	110 79.1%	108 86.4%

### Download local community programs to an IPOD or similar portable device.

Interested	33 12.7%	32 13.2%	1 5.9%	6 10.2%	6 9.8%	25 18.7%	8 6.4%
Not Interested	226 87.3%	210 86.8%	16 94.1%	53 89.8%	55 90.2%	109 81.3%	117 93.6%

Group W Communications, LLC





Hello, my name is \_\_\_\_\_. I'm conducting a survey about local cable television programming and services. We're talking with members of randomly selected households and aren't selling anything. May I please speak to the [female/male] head of the household?

**REPEAT INTRO, AS NEEDED:** This should only take a few minutes.

(**IF NO:** Is there a convenient time for me to call back? \_\_\_\_\_)

1. Is your home located in the City of Omaha?

1=Yes

2=No/Don't Know (**TERMINATE INTERVIEW**)

2. Do you currently subscribe to the Cox or the Qwest cable TV service?

1=Cox

2=Qwest (**GO TO Q26**)

3=No/Don't Know (**TERMINATE INTERVIEW**)

Now, with regard to your current cable TV service, I am going to ask you to rate several different areas of this service on a scale of 1 to 5 with a 5 being the best rating and a 1 being the worst rating. Let's start with...

(**ROTATE ORDER**)

	<u>Best</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>Worst</u>	<u>D/K</u>
3. The quality of the picture and sound you receive	5	4	3	2	1	DK
4. Providing cable service with few or no interruptions to the signal	5	4	3	2	1	DK
5. Quickly restoring cable service when it goes out	5	4	3	2	1	DK
6. The ease of installing or changing cable TV services	5	4	3	2	1	DK
7. The quality of repair service	5	4	3	2	1	DK
8. Providing bills that are accurate and easy to understand	5	4	3	2	1	DK
9. The helpfulness of telephone customer representatives	5	4	3	2	1	DK
10. The overall value of your cable TV service	5	4	3	2	1	DK

## City of Omaha Cable Television Study - 2009

Cable companies now offer hundreds of channels of video programming. Please think about your viewing habits, and estimate how often -- usually, sometimes, or rarely -- that you watch programs that are shown on:

- 11. Channels 1-49:                      1=Usually    2=Sometimes    3=Rarely
- 12. Channels 50-99:                   1=Usually    2=Sometimes    3=Rarely
- 13. Channels 100 or higher:          1=Usually    2=Sometimes    3=Rarely

14. Have you ever watched a program on one of the Knowledge Network cable channels - Channel 17 or Channel 18?

- 1=Yes
- 2=No (GO TO QUESTION 17)
- 3=Don't Know (GO TO QUESTION 17)

15. How often do you watch one of these Knowledge Network channels 17 or 18?

- 1=Daily
- 2=A few times a week
- 3=A few times per month
- 4=Rarely
- 5=Never (GO TO QUESTION 17)
- 6=DK

16. Is the picture quality for channels 17 and 18 equal to the picture quality for programs on the other channels of the cable system?

- 1=Yes
- 2=No
- 3=Don't Know

17. Have you ever watched a program on CTI Channel 22 - The Minority Channel?

- 1=Yes
- 2=No (GO TO QUESTION 20)
- 3=Don't Know (GO TO QUESTION 20)

18. How often do you watch CTI channel 22?

- 1=Daily
- 2=A few times a week
- 3=A few times per month
- 4=Rarely
- 5=Never (GO TO QUESTION 20)
- 6=DK

19. Is the picture quality for channel 22 equal to the picture quality for programs on the other channels of the cable system?

- 1=Yes
- 2=No
- 3=Don't Know

# City of Omaha Cable Television Study - 2009

20. Have you ever watched a program on the community programming public access channel 109?
- 1=Yes
  - 2=No (GO TO QUESTION 23)
  - 3=Don't Know (GO TO QUESTION 23)
21. Did you ever watch the public access channel when it was shown on Channel 23?
- 1=Yes
  - 2=No (GO TO QUESTION 24)
  - 3=Don't Know (GO TO QUESTION 24)
22. Would you say that you watch public access more now on channel 109 or did you watch more when it was on channel 23?
- 1=More now on channel 109 (GO TO QUESTION 24)
  - 2=More when it was channel 23 (GO TO QUESTION 24)
  - 3=About the same/Don't Know (GO TO QUESTION 24)
23. Did you ever watch the public access channel when it was shown on Channel 23?
- 1=Yes (GO TO QUESTION 43)
  - 2=No (GO TO QUESTION 43)
  - 3=Don't Know (GO TO QUESTION 43)
24. How often do you watch channel 109?
- 1=Daily
  - 2=A few times a week
  - 3=A few times per month
  - 4=Rarely
  - 5=Never (GO TO QUESTION 43)
  - 6=DK
25. Is the picture quality for channel 109 equal to the picture quality for programs on the other channels of the cable system?
- 1=Yes (GO TO QUESTION 43)
  - 2=No (GO TO QUESTION 43)
  - 3=Don't Know (GO TO QUESTION 43)

Now, with regard to your current cable TV service, I am going to ask you to rate several different areas of this service on a scale of 1 to 5 with a 5 being the best rating and a 1 being the worst rating. Let's start with...

(ROTATE ORDER)

	<u>Best</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>Worst</u>	<u>D/K</u>
26. The quality of the picture and sound you receive	5	4	3	2	1	DK
27. Providing cable service with few or no interruptions to the signal	5	4	3	2	1	DK

# City of Omaha Cable Television Study - 2009

- |  |   |   |   |   |   |    |
|--|---|---|---|---|---|----|
| 28. Quickly restoring cable service when it goes out         | 5 | 4 | 3 | 2 | 1 | DK |
| 29. The ease of installing or changing cable TV services     | 5 | 4 | 3 | 2 | 1 | DK |
| 30. The quality of repair service                            | 5 | 4 | 3 | 2 | 1 | DK |
| 31. Providing bills that are accurate and easy to understand | 5 | 4 | 3 | 2 | 1 | DK |
| 32. The helpfulness of telephone customer representatives    | 5 | 4 | 3 | 2 | 1 | DK |
| 33. The overall <u>value</u> of your cable TV service        | 5 | 4 | 3 | 2 | 1 | DK |
34. Have you ever watched a program on one of the Knowledge Network cable channels - Channel 25 or Channel 74?
- 1=Yes
  - 2=No (GO TO QUESTION 37)
  - 3=Don't Know (GO TO QUESTION 37)
35. How often do you watch one of these Knowledge Network channels 25 or 74?
- 1=Daily
  - 2=A few times a week
  - 3=A few times per month
  - 4=Rarely
  - 5=Never (GO TO QUESTION 37)
  - 6=DK
36. Is the picture quality for channels 25 and 74 equal to the picture quality for programs on the other channels of the cable system?
- 1=Yes
  - 2=No
  - 3=Don't Know
37. Have you ever watched a program on CTI Channel 69 - The Minority Channel?
- 1=Yes
  - 2=No (GO TO QUESTION 40)
  - 3=Don't Know (GO TO QUESTION 40)
38. How often do you watch CTI channel 69?
- 1=Daily
  - 2=A few times a week
  - 3=A few times per month
  - 4=Rarely
  - 5=Never (GO TO QUESTION 40)
  - 6=DK

# City of Omaha Cable Television Study - 2009

39. Is the picture quality for channel 69 equal to the picture quality for programs on the other channels of the cable system?

- 1=Yes
- 2=No
- 3=Don't Know

40. Have you ever watched a program on the community programming public access channel 3?

- 1=Yes
- 2=No (GO TO QUESTION 43)
- 3=Don't Know (GO TO QUESTION 43)

41. How often do you watch channel 3?

- 1=Daily
- 2=A few times a week
- 3=A few times per month
- 4=Rarely
- 5=Never (GO TO QUESTION 43)
- 6=DK

42. Is the picture quality for channel 3 equal to the picture quality for programs on the other channels of the cable system?

- 1=Yes
- 2=No
- 3=Don't Know

O.K., using an A,B,C,D,E grading scale -- where "A" means "extremely well" and "E" means "not at all" - please give a grade for how well each of the following statements describe the programs and services on the local government, education and community programming channels. Let's start with: (ROTATE ORDER)

	"A" EXTREMELY WELL	"B"	"C"	"D"	"E" NOT AT ALL	DON' T KNOW
43.Provides programming that deals with local issues.	1	2	3	4	5	6
44.Provides programming that introduces you to local government officials.	1	2	3	4	5	6

# City of Omaha Cable Television Study - 2009

45. Provides an outlet for individuals to freely express themselves.      1                      2                      3                      4                      5                      6

46. Provides information about local schools and education issues.      1                      2                      3                      4                      5                      6

47. Provides programming that shows diverse points of view.      1                      2                      3                      4                      5                      6

48. Provides a valuable community service.      1                      2                      3                      4                      5                      6

49. Would you be interested in learning to make programs to show on one of these local channels using equipment provided free of charge?

1=Yes

2=No

3=Maybe/Don't Know

50. How important is it to have cable channels that feature local community programming about organizations, individuals, events, schools and local government. Would you say that it is very important, somewhat important, not very important or not important at all?

1=Very Important

2=Somewhat Important

3=Not Very Important

4=Not Important at All

5=Don't Know/No Opinion (DON'T READ)

51. How much of your current monthly cable bill do you think should be used to create local community programming about organizations, individuals, events, schools and local government. Four dollars, three dollars, two dollars, one dollar, nothing, or some other amount per month?

1=\$1 dollar

2=\$2 dollars

3=\$3 dollars

4=\$4 dollars

5=Nothing

6=Other (Specify)

7=Don't Know/No Opinion (DON'T READ)

## City of Omaha Cable Television Study - 2009

O.K., I am going to read you a short list of cable channels that are provided by your cable TV service. How much of your current monthly cable bill do you think should be used to pay for the following channels: four dollars, three dollars, two dollars, one dollar, nothing, or some other amount per month?

	<u>\$4.00</u>	<u>\$3.00</u>	<u>\$2.00</u>	<u>\$1.00</u>	<u>NOTHING</u>	<u>DON' T</u> <u>KNOW</u>	<u>OTHER</u>
52. E-S-P-N	4	3	2	1	0	DK	_____
53. Fox News Channel	4	3	2	1	0	DK	_____
54. M-T-V	4	3	2	1	0	DK	_____

55. Do you have access to a computer that you use to access the Internet?

1. Yes
2. No/Don't Know (GO TO QUESTION 60)

Would you be interested in using the Internet to:

	Interested	Not Interested	Maybe/DK
56.View local community programming as a streaming video Webcast on the Internet.	1	2	3
57.View past programs and community meetings which were previously shown on one of the local access channels.	1	2	3
58.Register for training or classes to learn to produce your own programs.	1	2	3
59.Download local community programs to an IPOD or similar portable device.	1	2	3

Now, just a few questions for statistical purposes. . . . .

60. Please tell me which of the following age groupings includes your age:

- 1=Under 30?
- 2=30 to 44?
- 3=45 to 54?
- 4=55 to 64?
- 5=65 or older?
- 6=REFUSED

61. Are you registered to vote in the City of Omaha?

- 1=Yes
- 2=No (GO TO QUESTION 46)
- 3=REFUSED (GO TO QUESTION 46)

City of Omaha Cable Television Study - 2009

62. Would you say that you always vote in every election, usually vote in most elections, occasionally vote in some elections or rarely vote in just a few elections?

- 1=Always
- 2=Usually
- 3=Occasionally
- 4=Rarely
- 5=DK
- 6=REFUSED

63. Which of these ethnic or racial groups do you most identify with:

- 1=Anglo
- 2=Hispanic
- 3=African American
- 4=Native American
- 5=Asian
- 6=Other (DON'T READ) (SPECIFY) \_\_\_\_\_
- 7=REFUSED

64. Would you please tell me which one of the following income groupings comes closest to describing your household income before taxes:

- 1=Under \$25,000?
- 2=\$25,000 to \$40,000?
- 3=\$40,000 to \$60,000?
- 4=\$60,000 to \$100,000?
- 5=More than \$100,000?
- 6=REFUSED

Thank you very much for your time. (TERMINATE)

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65. GENDER:      1=Male  
                  2=Female